

Vogue



SPRING HATS • BETWEEN-SEASONS FASHIONS

JANUARY 15, 1936
PRICE 35 CENTS
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Above — Six typical Cannon towels, usually priced around \$1, in bath towel sizes. Each one has a distinction all its own. . . . Prices go from 25 cents to \$1.50.

Going-Going-Going for a dollar!

PERHAPS you feel that there isn't much news in our shout about towels at a dollar or more apiece. . . . But wait, please, and continue . . .

Their first dramatic point is this — when you spend a little more you get a lot more. All our higher priced styles are BARGAINS. They give you oceans more luxury and years more service. Thus, and so, whatever your investment, every cent is well spent. Another notable fact: No other maker

brings out such a lavish selection of styles, from tailored stripes to fanciful florals — or such a full range of colors and shades (all good) — or such a wide choice of textures and surfaces and sizes. . . . The Cannon name means Variety as well as Value. And, of course, our new top-towels do a

brand-new decorative job. All of them have companion face towels, wash cloths and bath mats — sold by smart stores in just the ensemble you need to refurnish and refurbish your best bathrooms.

Next time you have several loose dollars, try a buy from Cannon's fine quality range. It does something, for your home and for your person, that nothing else can quite do. . . . Cannon Mills, Inc., New York City.

Cannon
TOWEL TALK No. 8



Clinical experiments on actual people show value of antiseptic treatment in controlling colds

If you or any member of your family is troubled with colds read the following carefully. It suggests a remedy that may help you as it has helped others.

In the winters of 1930-31, 1931-32, and 1934, medical supervisors selected large numbers of people and divided them into two groups. One group gargled with Listerine. The other group did not. At the end of each winter, the number of colds contracted by each group was compared.



This comforting result was noted:

Fewer Colds and Sore Throats

In a majority of the tests those who gargled Listerine twice a day or oftener caught fewer colds than non-garglers.

When Listerine users *did* catch cold, their colds were milder in character and of shorter duration than colds of non-users. And note this: Users of Listerine had fewer cases of sore throat.

Listerine kills germs in throat
Why such gratifying results? Here

is the answer: Germs associated with colds and sore throat are killed by millions when Listerine is used as a gargle. Nature is given a helping hand in resisting germ invasion.

Think of what the last cold you had cost you, in discomfort, inconvenience, and dollars and cents; then ask yourself if the twice-a-day Listerine treatment isn't worth trying. Lambert Pharmacal Co., St. Louis, Missouri.

LISTERINE

for the quick relief of Sore Throat

10c

Try this new, finer
COUGH DROP
ends throat tickle
relieves irritation
checks coughs





"The end of a perfect... drive!"



You will feel that even the longest trip ends too soon when you drive a new 1936 Chevrolet. Time and distance mean literally nothing to passengers in this *only complete low-priced car*, because it has every feature for comfort, safety and enjoyment. Knee-Action* makes every mile of travel incomparably smooth. New Perfected Hydraulic Brakes and Solid Steel one-piece Turret Top give the peace of mind resulting from absolute safety. Shockproof Steering* makes driving and parking almost effortless. Genuine Fisher No Draft Ventilation keeps the car interior well ventilated and free from drafts. All motoring comforts, all motoring pleasures, are combined in this *more luxurious* car with its *more economical* Valve-in-Head Engine. That's why Chevrolet owners look upon each "journey's end" as the end of a perfect drive:

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

*Available in Master De Luxe Models only. Knee-Action, \$20 additional.

CHEVROLET

A GENERAL MOTORS VALUE

The only complete low-priced car



THE * NADA VALCUNA KNIT FROCK 12.95

For stay-at-homes or globe-trotters, for Winter snows or Southern sunshine, for playing golf or simply sitting on the country club porch, to wear aboard ship or in port, with a fur coat up North or no coat down South — the Nada Valcuna knit frock is the ideal choice. This wonderful little frock has become practically a "uniform" with America's smart young women. The Valcuna yarn is exceptional in many respects — it will not shrink, stretch, sag, or wrinkle. And it will wash. It takes the dye as few other yarns do — Valcuna colors have a softness and beauty that are unique. Best's features both models (with crew neck or polo collar) with long or short sleeves. Colors — Gloucester blue, garden pink, white, aqua, yellow, coral. Long-sleeved versions come also in Harvest green, raspberry, and Bali red. Sizes 14 to 20. Exclusive with Best's. Mail and phone orders filled.

BEST & CO • FIFTH AVENUE • NEW YORK

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* Reg. U. S. Pat. Off.

Vogue
has the honor to announce
the publication
of a new and revised edition
of
Vogue's Book of Etiquette

TWELVE years ago, when Vogue's first Book of Etiquette was written, the post-war generation was spinning through a whirl of short skirts and short manners. Vogue then stated the philosophy of behavior with a distinction that made this book the classic.

Today, there is a very different tone in society . . . and, accordingly, Vogue has revised its Book of Etiquette to conform to all matters of modern usage . . . wines and liqueurs, modern ways of inviting and reminding, new ways of travel, and the thousand tiny details that make perfection of living.

Vogue's Book of Etiquette has been written by people of breeding for people of breeding. It is a reference book, and final authority on all conventions, which are accepted as correct in good society today. As hostess or as guest—you will want this Book. 352 pages, 26 chapters.

LIST OF CHAPTER HEADINGS

1. Preface
2. General Behavior
3. The Behavior of a Gentleman
4. Introductions
5. Invitations and Their Answers
6. The Etiquette of Visiting Cards
7. Table Settings and Service
8. Menus
9. Wines and Liqueurs
10. Servants
11. Entertaining in the Daytime
12. Entertaining After Dark, Part I
13. Entertaining After Dark, Part II
14. Hospitality and the Country House
15. Travel
16. The Etiquette of Clubs and Sports
17. The Behavior of Children
18. The Christening
19. The Début
20. Engagements
21. Preparations for a Wedding
22. The Wedding Day
23. Funerals and Mourning
24. Conversation and Speech
25. Letter Writing
26. The Conventions of Official Washington

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VOGUE, Greenwich, Connecticut

Please send me.....copies of Vogue's Book of Etiquette. I enclose \$.....

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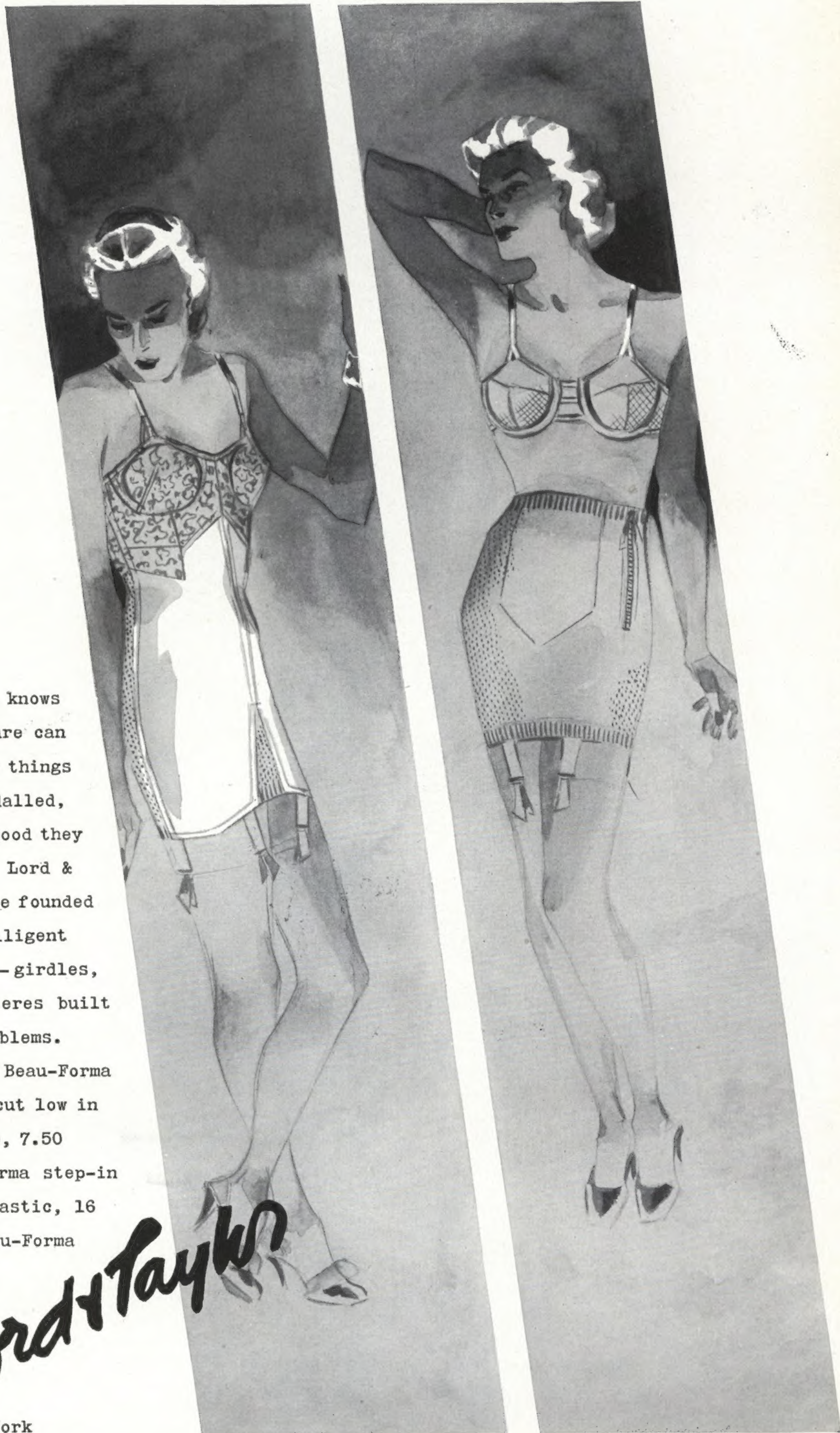
V.M.-1-15-36

To do yourself credit...

Probably nobody but you knows just how good your figure can be — its best points, the things that need to be soft pedalled, the points that are so good they should be accentuated. Lord & Taylor's Beau-Formas are founded on a diligent and intelligent study of figure points — girdles, foundations and brassieres built on a study of your problems. Right, satin and lace Beau-Forma one-piece foundation, cut low in back, 15.00 In batiste, 7.50 Extreme right, Beau-Forma step-in girdle of hand knit elastic, 16 inches long, 12.95 Beau-Forma patented uplift, 3.50 Fourth Floor

Lord & Taylor

Fifth Avenue . . . New York



FABRIC BY SAMUEL J. ARONSOHN, INC.



Feathertone in Du Pont Spun Rayon

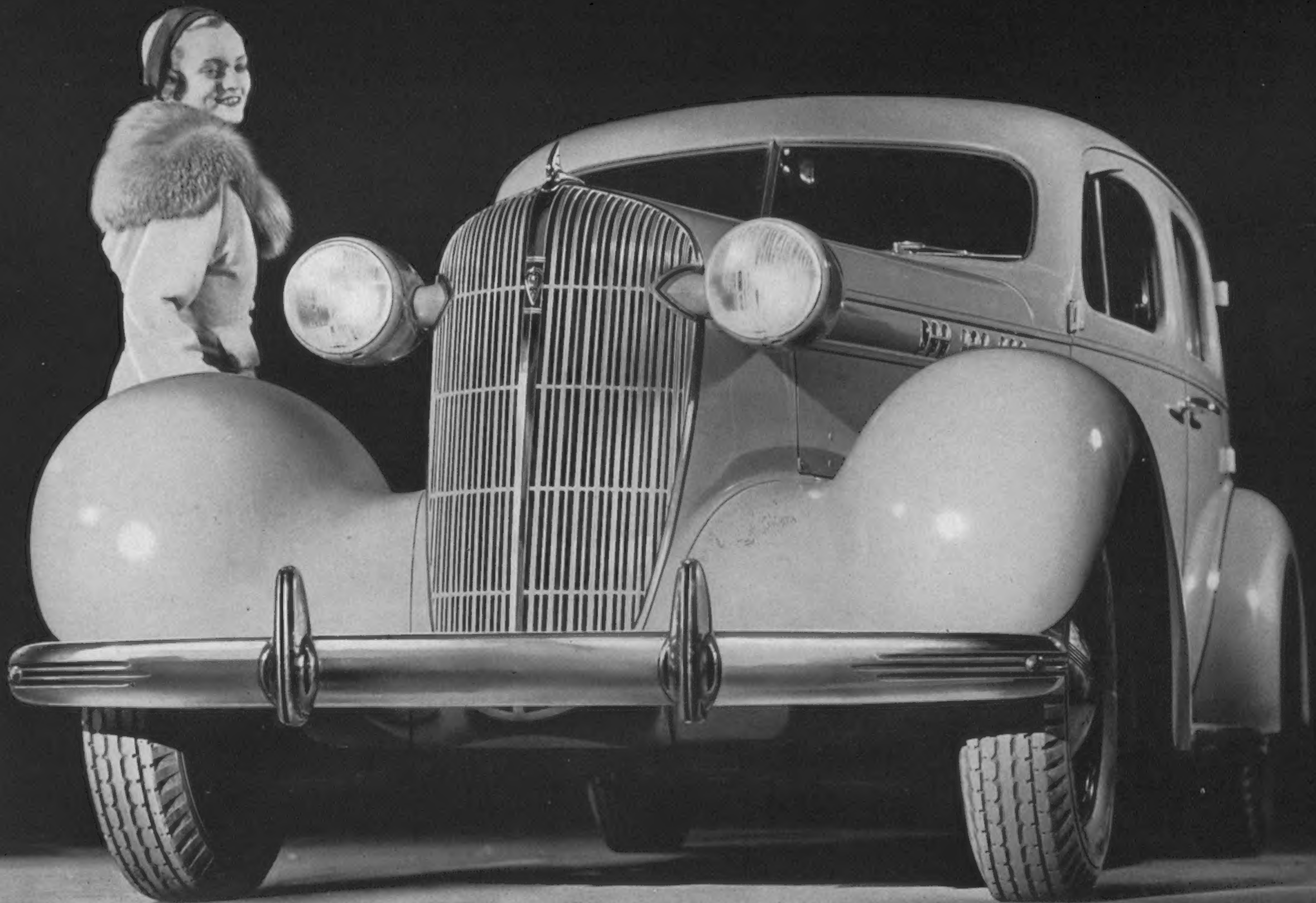


LOUISE MULLIGAN PUTS IT IN "CLASS OF '36"

VOGUE tells you what college men like in college girl clothes. And Louise Mulligan gives it to you in the carefree fabric of the season. Feathertone, new weave in Du Pont's grand Spun Rayon, is Aqua-Sec processed.

It resists water spotting and perspiration stains—holds its trim, slim lines—is definitely wool-looking, but cool. ☆ ☆ ☆ Sizes 11 to 17 in grey, maize, middle tone blue or green. THE YOUNG COLONY SHOP—\$19.95

B. ALTMAN & CO., NEW YORK
AND SHOPS FOR YOUNG FASHIONS
EVERYWHERE



Accent on Style!

YOU will identify it instantly—and everywhere—as the new Style Leader for 1936 . . . Its freshly streamlined beauty, its symmetrical grace of line and contour, proclaim that it couldn't be anything else than Oldsmobile . . . Its style is the style originated by Oldsmobile, and now developed to a new degree of smartness and distinction . . . with every modern fine-car feature, too . . . The extra safety of protective steel all around you, over

head, and under foot in the solid-steel "Turret-Top" Body by Fisher . . . Safety Glass as standard equipment all around . . . Big, powerful Super-Hydraulic Brakes . . . Knee-Action Wheels . . . and to top it all, *new low prices* for "The Big New Car That Has Everything!"

Sixes \$665 and up . . . Eights \$810 and up, list prices at Lansing, subject to change without notice. Safety Glass standard equipment all around. Bumpers with guards, spare tire, and rear spring covers built into all cars at the factory at extra cost. New, low-cost (6%) G. M. A. C. time payment plan. The car illustrated above is the Six-Cylinder 4-Door Sedan, \$795 list. A GENERAL MOTORS VALUE

\$665

1936 OLDSMOBILE

"The Big New Car that has Everything" . . . ALL AT A NEW LOW PRICE



THE DRESS OF THE MONTH

(REG. U. S. PAT. OFF.)

SQUARES THE CIRCLE IN

Crepe Swav

OF ENKA RAYON



CREPE SWAV BY JACOBSON

THE
FATE
OF A
FABRIC
HANGS
BY A
THREAD

ENKA
RAYON

Women who bought our Dress of the Month last spring in Crepe Swav will be delighted to find a new version in this lovely dobby crepe. In the tricky Squaring the Circle print, it adds up to a lot of charm. From neck to hem the frock buttons up the side and because a straight line is the slimmest line

you'll look a mere slip of a thing no matter what your circumference really measures. Navy with white, brown, black, dubonnet and pine-tree green—all with white and white accessories. Sizes 12 to 42. \$17.95 Over 400 shops are showing this frock. If you cannot locate it, write KANE-WEILL, INC. • 498 SEVENTH AVENUE, NEW YORK




In the Broadhurst lounge, between the acts of "Victoria Regina"

FORBATH & REJANE

Dramatizing Beauty

... in glowing satin or misty tulle de soie, from
our new mid-season collection for north or south
... the original creations of Henri Bendel

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Bendel inc

TEN WEST FIFTY SEVEN  NEW YORK



BLUE SKIES UNLIMITED! Two versions of equal chic and wearability created in famous Prunella. This lusterless, cool crepe is woven of "Acele," fashion's favorite luxury yarn. The frocks in classic white and pastels—the jackets in self tones and sharply contrasting shades. Sizes 12-40 39.75



**BONWIT
TELLER**

5TH AVE. AT 56TH ST.

B.V.D. rules the waves



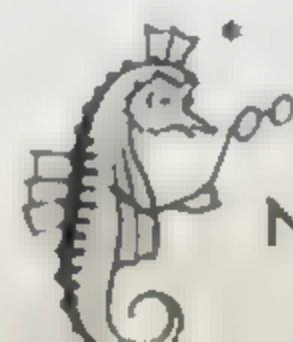
Featuring the brilliant square neck and beautifully squared back of the newest evening gowns. Contrasting two-color adjustable straps tie in twin bows at the shoulders. B.V.D. exclusive Perl Knit. . . \$6.95

Skipper Knit!—a new silhouetting elastic stitch that keeps your figure the form divine. Note the shoulder strap sports kerchief in B.V.D.'s Sea Horse print (two in contrasting colors to each suit). . . \$5.95

Sea Satin—a devastating new edition of the original, the exclusive, the one-and-only B.V.D. Sea Satin. Braided straps and superbly fitted seamless back, give it that silhouetted and sculptured look. \$11.95

From South Sea Isles, from tropic seas and golden sands comes B.V.D.'s native Pareo—a fascinating new marine phenomenon! Made in B.V.D.'s new and exclusive Sea Horse print jersey. . . \$9.95

B.V.D. Maillot—a symphony of smooth lines and contours! In B.V.D.'s moulding Perl Knit, with adjustable straps, adroit built-in brassiere top. In brilliant new colors for the seas and shores of 1936. . . \$5.95



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 Harrisburg, Pa. William B. Schleisner Store
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 Hutchinson, Kansas Wiley's

Iowa City, Ia. Strubs
 Ithaca, N. Y. The Parisian

Jackson, Mich. The Elaine Shop
 Jamestown, N. Y. Abrahamson-Bigelow Co.

Kalamazoo, Mich. The Style Shop
 Kansas City, Mo. Rothschild's Sons, Inc.
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Lake Charles, La. No-Vel Shop
 Lansing, Mich. The Style Shop
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 Longview, Texas Martin's
 Los Angeles, Calif. Switzer's
 Louisville, Ky. Simmonds

"Fashion

EXCLUSIVE WITH LEADING



TWO IMPORTANT EXPRESSIONS OF THE SUIT VOGUE . . . Left — a three-piece tweed designed around the popular button-down-the-front theme. \$49.75. Right—a two-piece tailored suit with a single button closing. \$29.75 . . . and a matching topcoat of men's wear worsted. \$29.75

Write to your local store for the new eight page "FASHION FIRSTS" Brochure

Firsts[®]

STORES OF AMERICA



TWO SUIT DRESSES FOR A WELL DRESSED SPRING . . . Left — a button-down-the-front model with bright contrasting buttons and belt. \$25 . . . Right—Schiaparelli's bright zippers make this suit dress completely 1936 . . . \$25.

Registered U. S. Pat. Office FASHION FIRSTS, INC., 390 FIFTH AVE., N. Y.

- Madison, Wis. Baron Bros., Inc.
Mankato, Minn. G. E. Brett Co.
Marion, Ind. Alice Phillips Shoppe
Mason City, Ia. Damon's
McKeesport, Pa. Katzman's
Memphis, Tenn. Lowenstein's
Milwaukee, Wis. Bitker-Gerner
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Wichita, Kansas Garfield's
Wilkes-Barre, Pa. Beverly Shop
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Winona, Minn. H. Choate & Co.
Worcester, Mass. Uhane
- York, Pa. Bell's
Youngstown, Ohio . . . Chas. Livingston & Sons

Beauty
 UNDER THE
 FLORIDA
 SUN



IN *Glamorous* **NEW FIGURE-CONTROL JANTZENS**

★ Never before have such gorgeous swimming suit fabrics been created! Certainly they are quite the loveliest of the year in richness of texture and beauty of design. More than that, the marvelous elasticity achieved through Jantzen-stitch gives them figure-control qualities to an amazing degree. And very beautifully, very correctly, these fashionable new fabrics have been styled into the most striking models of the season. Being Jantzens, they fit perfectly and permanently.



Burdine's
Sunshine Fashions

MIAMI and MIAMI BEACH

★
 VISIT THE NEW
 Jantzen Shop
 IN OUR MAIN STORE



DAHL-WOLFE

A "MUST" FOR SUNNY TIME FLIRTS... **Crepe Tropeeka**, Bloomsburg's new texture woven of Crown Rayon, the NEW Rayon of Fashion,—top of luxury! • Stand-up collar, brilliantly clipped . . . full-in-front blouse . . . slick hipped, slightly flared skirt . . . brief swinging raglan shouldered jacket,—triumph in 1936 swank! • And! You'll love it in June as you do in January because it's Crown Tested Quality,—tested for Color Fastness, Dry Cleanability, Fabric Construction, Wearing Satisfaction. The bright Bali print sash is a wear-where-you-please affair,—the rage in Cannes right now.

In Maize, Pink, Powder or Aqua Blue, White . . . Sizes 12-20.

Burdine's
MIAMI and MIAMI BEACH
Sunshine Fashions

"A FABRIC CREATED OF CROWN RAYON . . . IT'S TESTED!"



Tailored by
PATRICIA

To

Glorify your Figure

A PATRICIA Slip tailors the body to silken sleekness. It creates new lines of beauty, and forms a heavenly frock foundation.

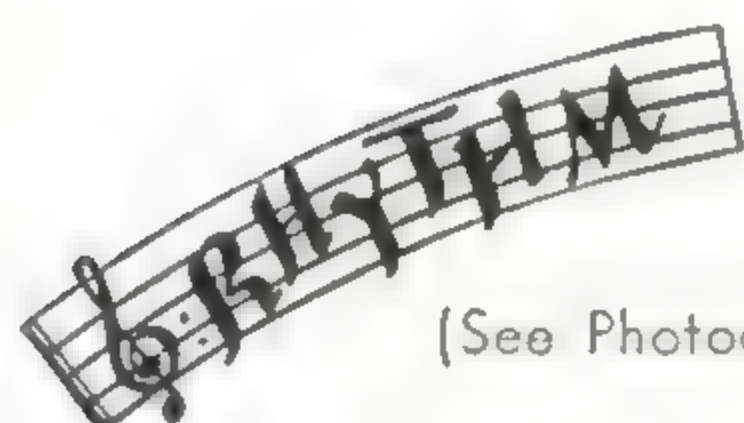
Fashioned of Satins and Crepe de Chines, PATRICIA Slips are soft to the touch, easy to launder, and of exceptional durability. Seams are double-stitched and re-inforced for long wear.

Insist on the phrase
"Tailored by PATRICIA"
when you next purchase a slip.

DIMINUET

Scientifically Sized
for Shorter Women

If you are 5'4" or less, slim or stout, you'll adore the sleek fit of DIMINUET. The sizing has been deftly manipulated to fit like a dream.



(See Photograph)

For Women-who-go-places

The yoke top has been gently molded in a curved effect, and it follows the contours of the figure as slick as a seal. It fits like an inspiration.



*The
Forty-Niner*

For Afternoon and Semi-Formal Frocks

A forty-nine inch slip, perfect
'neath your longer dresses.



Nite Life

An Evening Slip which Does Things

It slithers over the figure like another layer of skin. Not a trimming of any kind to mar the smooth, even fit. It just accents the figure gloriously.

The
Cruis-er



For Active Sports and Daytime Wear

A tailored wrap-around slip which is completely shadow-proof. Sun-tan or regulation back. Offers complete freedom of action.

Tailored by **PATRICIA**

FEATURED BY BETTER STORES EVERYWHERE • PRICED UPWARDS FROM TWO DOLLARS

FOR THE NAME OF YOUR NEAREST DEALER, ADDRESS "PATRICIA", 136 MADISON AVENUE, NEW YORK

KNITS you can Lux--Swank for TOWN and COUNTRY



● At the Versailles, Mrs. R. Draper Richards (right) in a 3-piece suit from Mrs. Franklin, and Mrs. F. N. Lawrence White in a tweed knit from the Cotton Shop.



● Dorothy Williams, Thayer Gibbons, and Elizabeth Russell of the Poetry Ball deb committee in Luxables from the Knit-a-Bit Shop and Bonwit Teller (right).



● "A washability expert told me to draw an outline of my sweater first," says Eloise Bassett Moore. "Then I Lux it in lukewarm suds, without rubbing, pin it to the outline with rust-proof pins, and dry flat."

THE SMART WORLD INSISTS THAT THEIR KNITS BE LUXABLE

Debs and the young married set are carrying their knitting needles wherever they go—and wearing swank-looking knits in town and out—with bland impartiality.



No wonder! They're so smartly fashioned this year—so easy to Lux!

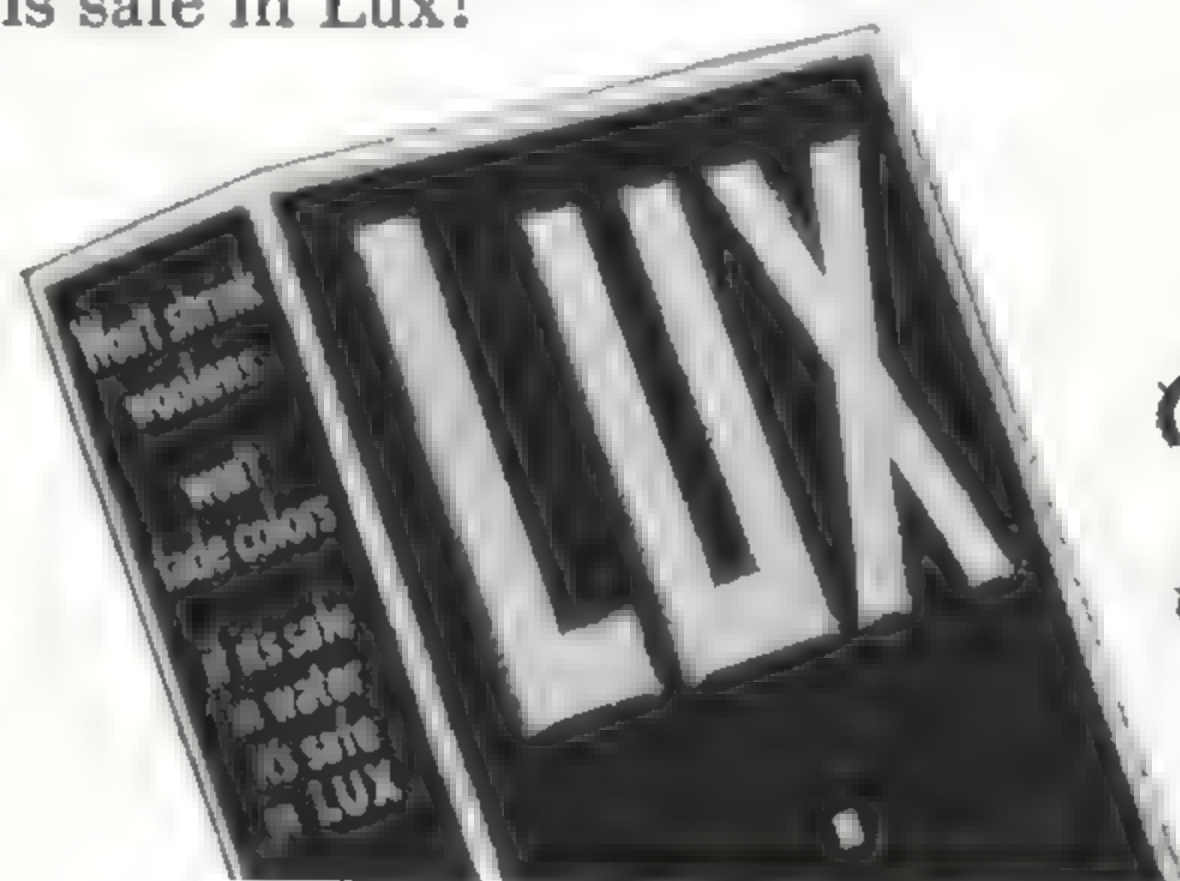
If you're a creature who has all thumbs for fingers, there are certain shops that will knit up exciting things for you. Or, if you simply can't wait, there are marvelous machine-knits to be had.

"You can keep them in perfect condition with Lux," smart shops tell you.



"The new yarns come out of cool Lux suds as soft as down, and fit as superbly as new! A paper pattern—drawn when your sweater is new—makes it easy."

Lux won't fade colors . . . won't felt or mat the tiny fibers as rubbing with cake soap may. Lux has no harmful alkali as ordinary soaps often have. Anything safe in water is safe in Lux!



● "I Lux and block knits right at home," says Helen Lyons (left). Her checked jacket is from Dorothy Ecker. Her companion's dress and coat are from Martha West.



● The smartness of a hand-knit in a thriftily priced machine-made! Frederica Poor is trying on a 2-piece cashmere at McCreery's. Palm Beach will see a lot of these. Of course, smart shops advise Lux care.

Won't shrink
woolens



Tailored by Langbrook
Left to Right

Three piece suit in Camlon imported wool. Green topcoat with gold tailleur. Navy with coral or grey. Satin de lunda lined \$39.50

Two piece Gabertone suit with mannish two button, pivot-back jacket. Cocoa and grey. Satin de lunda lined \$25.00

Plaid and plain Camlon wool in a stunning three piecer. Satin de lunda lined. Grey, blue, tan, brown . \$39.50

SIZES 12 to 20

Carolyn
REG.

GETS HER
MAN-ish SUIT

★
IN SIX NEW FEMININE VERSIONS
★

all with a man's Celanese* lining

Carolyn skirts close
with Kover-Zip the
invisible "zipper"



Left to Right

WITHOUT so much as a "by your leave, sir" Carolyn brazenly lifts all the best features of your swankiest beaux's suits...man-tailoring, fabrics, rich Celanese* linings. Then, with high-handed feminine arrogance, adds a few improvements...dashing boxy-back coats, graceful draped effects, gay colors, and invisible skirt closings with Kover-Zip slide fasteners to banish bulges and "peeking pinks". The results...devastatingly attractive...typically Carolyn.

*Reg. U. S. Pat. Office

Two piece imported monotone woolen suit with front panel skirt. Oatmeal and green. Clairanese lined \$22.50

Walking suit of trim trouserstripe. With white pique edged jacket. Clairanese lined. In grey and oxford \$25.00

Three piece suit of knobby monotone. Clairanese lined. Grey topcoat with navy tailleur. Navy with grey and brown with tan \$39.50

Carolyn

Modes are sold exclusively

in New York by ARNOLD CONSTABLE

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Leavenworth, Kansas The New Small's
Lexington, Ky. B. B. Smith & Co.
Lima, Ohio R. T. Gregg Co.
Little Rock, Ark. Pfeifer Bros.

Lynchburg, Va. Guggenheimer's
Marietta, Ohio Otto Bros.
Martinsburg, W. Va. M. Cohen & Son
New Kensington, Pa. Silverman's
Oklahoma City, Okla. John A. Brown Co.
Phoenix, Ariz. Goldwater's
Portsmouth, Ohio Marting Bros. Co.
Sacramento, Calif. Hale Bros.
Salt Lake City, Utah Auerbach Co.
San Francisco, Calif. Hale Bros.
San Jose, Calif. Hale Bros.
Savannah, Ga. Leopold Adler
Seattle, Wash. Best's Apparel, Inc.
Sioux City, Ia. T. S. Martin Company

in Philadelphia by THE BLUM STORE

Spartanburg, S. C. Aug. W. Smith Co.
Springfield, Ill. Roland's
Springfield, Mass. Forbes & Wallace
Springfield, Ohio The Ed Wren Store
Topeka, Kansas The Crosby Bros. Co.
Trenton, N. J. Yards Store
Tulsa, Okla. Brown-Dunkin
Uniontown, Pa. Wright-Metzler Co.
Utica, N. Y. D. Price & Co.
Washington, D. C. The Hecht Co.
Wilkes-Barre, Pa. Fowler, Dick & Walker
Williamsport, Pa. Brozman's
Wilmington, Del. Kennard Pyle Co.
York, Pa. P. Wiest's Sons

STYLED BY
Kay Dunhill

For Lucky Loafers . . .
Busy Budgeteers

KAY DUNHILL designs a wardrobe that looks ahead to active service in the Spring. These cottons and linens have man-tailored distinction and a positive genius for smart color effects.

The modest price gives you no idea of their quality or value, but one glance will tell you that you never bought so much **\$3.98** style and service at



A.
Imported men's oxford shirting in yellow on tan and cerise on gray. Sizes 14 to 20.

B.
Candy ball buttons on linen. White, melon rust, strawberry pink and gold. Sizes 14 to 20.

C.
Chambray in thrilling deep shades of blue, rust, brown, beetroot, green. Sizes 16 to 42.

D.
Gay yarn tie on two-piece linen dress with fly-front closing. Oyster and natural. Sizes 14 to 20.

E.
Embroidered peasant crash for the blouse to contrast with navy or brown skirt. Sizes 14 to 20.

Kay Dunhill frocks are

Sold in New York by GIMBEL BROS. Baltimore, HOCHSCHILD, KOHN & CO.; Boston, FILENE'S; Chicago, CARSON PIRIE SCOTT & CO.; Cincinnati, H. & S. POGUE CO.; Columbus, F. & R. LAZARUS & CO.; Dallas, A. HARRIS & CO.; Denver, THE NEUSTETER CO.; Des Moines, YOUNKERS; Detroit, J. L. HUDSON CO.; Ft. Wayne, WOLF & DESSAUER; Hartford, G. FOX & CO.; Houston, SAKOWITZ BROS.; Indianapolis, H. P. WASSON & CO.; Los Angeles, BULLOCK'S; Miami, BURDINE'S; Milwaukee, SCHUSTER'S THREE STORES; Minneapolis, THE DAYTON CO.; Newark, L. BAMBERGER & CO.; Oakland, H. C. CAPWELL'S; Philadelphia, STRAWBRIDGE & CLOTHIER; Pittsburgh, KAUFMANN'S; Plainfield, TEPPER BROS.; Rochester, B. FORMAN CO.; St. Louis, SCRUGGS-VANDERVOORT-BARNEY; San Francisco, THE EMPORIUM; Seattle, FREDERICK & NELSON; Toledo, LASALLE & KOCH CO.; Washington, THE HECHT CO.; Waterbury, MUSLER-LIEBESKIND; Canada, THE T. EATON CO., LIMITED; in Montreal, Toronto and Winnipeg.

Take an English Complexion with you - anywhere in the world!

At THE sunny Princess Pool in gay Bermuda — or at icy Placid — you'll notice the same type of wonderfully beautiful complexion. For the Englishwoman, famous traveler, now finds her renowned flower-coloring and delicate skin-texture greeted with the same clarity and freshness in the faces she encounters in any climate. Yardley of London, the renowned house which has made her own beauty aids for more than a century, has placed them for her use — and yours — almost everywhere.

If you would cultivate for yourself a skin that's like a damask rose in texture, then here's her priceless method for you:

A daily facial bath with a soap that summons up the most fragrant, gently purifying cloud of lather. That's Yardley's English Lavender Soap — so necessary for exquisite youthful clearness.

A generous application of snowy, smoothing English Complexion Cream for recleansing, softening and refining. (You may add Night Cream if your skin is especially dry. Foundation if you prefer a special powder base.) A fresh mist of glorious Yardley's English Lavender Powder — so light and vital it clings for hours and affords a delicate protection for your skin.

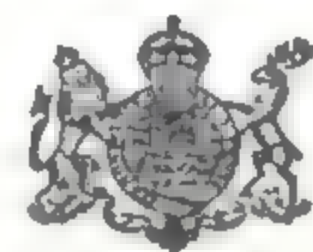
Finish with a few extra touches, gauged to your own desire or climate, if you wish them — and there's your English Complexion! A fresh radiance that's equally easy to maintain at home or when you travel. Find Yardley's perfect skin aids in fine stores everywhere, with our luxuries for bath and make-up also. And send for our new booklet V-1, "Beauty Secrets from Bond Street," without obligation, to tell you more about them. Address Yardley & Co., Ltd., 620 Fifth Avenue (Rockefeller Center), New York City; 33, Old Bond Street, London — and in Paris, Toronto, Sydney.

At the Princess Hotel, Hamilton, Bermuda

YARDLEY'S ENGLISH LAVENDER

Yardley's English Lavender — the refreshing fragrance that's like no other — in smart containers, priced from 45c to \$35. Yardley's English Lavender Powder, in seven glorious shades including delicate English Peach and radiant Gipsy, \$1.10. English Lavender Soap, 35c a tablet, large size, and English Complexion Cream, \$1.10 (\$2.50 for a triple quantity). For skins aged or dried by climate, Yardley's rich, retexturing Night Cream, \$1.10, and Yardley's Foundation, in the pale-rose container, at 85c. Yardley's Cream Rouge, 85c. Indelible Lipstick, \$1.10, to finish off.

BY APPOINTMENT TO HER MAJESTY



THE QUEEN OF ENGLAND





The
versatile
Two-Piece Tweed
Towndale
Frock

From now until far into the Spring, a Towndale Tweed jacket and skirt will be your constant companion.

Wear it under your winter coat now as your brother wears his suit, and next Spring it will still be your favorite costume.

Wear it at college—to business—to any of the day's events. It's always correct, smart, in good taste.

Towndale has styled it for you in half a dozen versions, in lovely, dusty pastel shades of peppermint, chamois, coralline, aqua, and nutmeg in sizes 12 to 20 and priced it so attractively that you simply must have one.



\$10

At a leading store in each city. Write us for the name.

MAIMAN-SANGER, Inc., 462-7th Ave., N.Y.

KEEP YOUNG AND BEAUTIFUL —
WITH DOLE HAWAIIAN PINEAPPLE JUICE



NORMAN Z. McLEOD

WHEN IT'S A
DOBBS
IT'S A
FIRST EDITION
FASHION

See the Dobbs advertisement on page 93 of this issue.



How to order
Vogue Patterns
by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

PRICES OF
VOGUE PATTERNS

416	\$2.00
417	2.00
420	2.00
S-3865	1.00
S-3866	1.00
724265
725150
725475
725640
725830
725940
726250

AIR/STEP



Try the Pebble Test at Your Shoe Store with
Your Present Shoes . . . Then with Air Step Shoes

THE SHOE THAT MAKES EVERY OTHER SHOE OLD-FASHIONED!

YOU'LL NEVER FORGET YOUR FIRST PAIR
OF THESE REVOLUTIONARY NEW SHOES

AIR/STEP

HARD SIDEWALKS ARE TURNED INTO SOFT
CARPETS WITH THIS AMAZING "MAGIC SOLE"

There are no other Shoes in all the world like Air Step Shoes! You'll know *that* the instant you take a step in them! Imagine being able to walk on a pebble and not feel it! Imagine a light, flexible sole—invisibly filled with hundreds of tiny air spaces to protect your feet, your whole body from jolts and jars! Walking in Air Step Shoes is a glorious, floating sensa-

tion unlike anything you've ever experienced in a shoe before, because

YOU'RE ACTUALLY *Walking on Air!*

Shop all day—dance all night—walk, work, play in Air Step Shoes. The effortless ease of wearing them ends fatigue, erases aging fatigue lines from your face. You feel younger, vibrantly alive—ready for anything! Don't wait to enjoy this sensational new improvement in footwear. Choose styles for all occasions from the wide array of charming new Air Step Shoes, now! Air Step Shoes are guaranteed as advertised in Good Housekeeping magazine. Write today for catalog of new Spring Styles to Dept. B.

Brown Shoe Company Mfrs., St. Louis



Savant

Grecian

AIR/STEP

SHOES

\$5⁵⁰

SLIGHTLY HIGHER ON
THE WEST COAST

Prom

Hartley





BURDINE'S
MIAMI and MIAMI BEACH

This season's vogue in bathing attire is the "Travelo Swimsuit", a stunning creation which achieves a new high in beauty, while remaining entirely practical for the surf.

It's an assured hit, so you'll find it waiting for you at Burdine's... of course, in both Miami and Miami Beach. Gorgeously styled and patterned. Artfully designed for sun-tanning. Delightfully streamline in action!

"Travelo" is one more excellent reason for selecting all of your southern accessories at Burdine's, for smartness and quality as well as convenience.

Burdine's
Miami and Miami Beach
Sunshine Fashions



RESTAURANTS—dining

DIVAN PARISIEN—17 East 45th St. Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad. Luncheon Entrées from 50c, dinner from 60c. Air Conditioning.

THE MARGUERY—RESTAURANT FRANÇAIS
270 Park Avenue—Wickersham 2-8194
Rendezvous of the Elite of Europe and America
Parisian Specialties Every Day
Luncheon—Dinner—Popular Cocktail Hour

JANE DAVIES'
145 West 55th St.
Luncheon 50c, 60c, 75c Dinner \$1 and \$1.25
Vintage Wines

FRANCES LYNN—10 West 55th St. Just off 5th. Smart Clientele, deft service, delicious food. For "Pennywise New Yorkers"
Luncheon 35c, 50c Dinner 55c, 75c, \$1.

ALEXANDRA RESTAURANT—8 East 49th Street
Champagne cocktail dinner \$1.00 and \$1.50. Served daily 5 to 8:30 P.M. Sunday dinner. The most talked about dining place in New York. P.L. 3-1542.

SEVENTY PARK AVENUE—CORNER 38TH
A charming dining room serving exceptional lunches (75c up) and dinners (\$1.10 up)—and Murray Hill's most popular café. Lex. 2-7070.

CRILLON, 116 E. 48th St., justly famous for incomparable cuisine & choice cellar. Prix-fixe luncheon & dinner in the restaurant, London Buffet in the Bar before the theatre; all you desire—one dollar.

HENRI—A "Bit of Paris in New York", 40 W. 46th St. Finest food prepared in the authentic French manner. Dinner \$1.75, from 5 to 10 daily, all day Sundays. Also à la carte. Bryant 9-4340

THE BLUE BOWL AT 157 EAST 48TH ST.
specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to \$1.15.

LA CHAUMIÈRE, 163 E. 56th St. A real French Restaurant. "A House that is reserved for those who know how to wait, eat and appreciate." . . . Paul Massé, formerly chef of Inter-allied Club in Paris.

KENTUCKY SERVES A MEAL
and a Mint Julep
in a delightful, homelike atmosphere.
Elizabeth D. Reynolds, Inc. 15 East 48th St.

GRIPSHOLM—324 EAST 57th St. Newest Swedish restaurant featuring Swedish hors d'oeuvres with regular dinners, \$1.25. Also luncheon and cocktails. Eldorado 5-8476.

LA CRÉMAILLÈRE, atop 30 W. 59th St., commands a glorious view of the park from its glass-enclosed terrace. M. Millien, formerly of the Ile de France, will receive you personally. Call Camille, EL. 5-9246.

NINETY-NINE PARK AVENUE. At 40th Street. Inviting atmosphere and unusually good food. Banquet room with fireplace. Home-made Chicken and Beefsteak Pies, Lunch \$.55. Dinner from \$.75.

MICHEL, 38 E. 53rd St., well known for his hors d'oeuvres Parisienne, pompano Veronique, and frog legs Provençale, presents his newly decorated Salle de Pommes. Luncheon \$1.00; Dinner \$1.50. EL. 5-8966.

MASCOTTE
A Restaurant
at 19 East 60th Street
Telephone Regent 4-3226

For Dinner and After-theatre
Clifford C. Fischer's **Folie Parisienne**
Dine and Dance to the music of **CARL HOFF & JACK DENNY**
French Casino
COL. 5-7070
7th AVE. at 50th STREET

Maybe you think that just because the holidays are over, you can relax with a Good Book. Maybe you think so . . . but it's always at this exact moment that all your friends who live in the country the year round (because they love it) awake to the fact that there is nothing to do in Connecticut but ski. No more Country Club dances until the Committee recovers from the New Year's Party . . . no more golf . . . no more riding, or even walking. . . . It's at moments like these that you find yourself—living the Life Metropolitan, as you do—called upon to rally round and produce some Night Life. People come wandering into the city, haggard with the desire for riotous living, and depending with pitiful trust upon you. And what can you do but respond—equipped, of course, with the eternal spirit of friendship, a genuine taste for gaiety and good food, and a Gourmet's Guide?

RESTAURANTS—dining

(Continued)

PRUNIER'S—121 E. 52nd St. Noted for sea food and game. Luncheon, cocktail hour, dinner, and supper. After 10 p.m., a rendezvous for cocktails and zakuski at the bar intime. EL. 5-9706.

HAPSBURG HOUSE—313 E. 55 St.—Novel—Intimate. Dishes reminiscent of the Vienna of Franz Josef. The wine cellar has been called the "best in N. Y." Luncheon, cocktails, dinner, supper. EL. 5-8493.

LEBUS RESTAURANT—34 E. 52 St.—The home of black bean soup, radio stars, society, and you, you, and you. Lunch 65c; Dinner 85c to \$1.25. Our chef from Lexington, Ky., and oh, those Mint Juleps!

—with dancing

LE COQ ROUGE—65 E. 56th St. Internationally famous cuisine. Where Society meets for Luncheon, Dinner & after theatre. Dancing. Continental atmosphere. Entertainment. "Le Coq Rouge Trio." Res. P.L. 3-8887.

L'ESCARGOT D'OR at 254 West 54th St. on the 16th floor. Delightfully French and best known for its excellent snails and frog-legs. Entertainment and dancing. No cover charge. Columbus 5-9107-9861.

EL CHICO, 80 Grove St.—Authentic Spanish food, wines, waiters, entertainment, music, furniture & decorations. Dancing & dining from 8 to 2:30 A.M. Dinner from \$1.50 and \$2. Tel. CHelsea 2-4646.

ROCKEFELLER PLAZA RESTAURANT and Cocktail Lounge, 32 West 50th St., R.C.A. Bldg. Luncheon from 90c. Dinner—Old New York Room—from \$1.25. Dinner and Supper—Plaza Room—A la carte. Walter DeSoto and Eve Young entertain during Cocktail Hour (5 to 8) and After Theatre Supper (10 to 1). Air-conditioned. "Smart but informal."

"ANNA HELD'S IN TOWN"—1st Ave. & 52nd St. The most delightful Rendezvous for Cocktails—Dinner—Supper. "Food with a French Accent." Music; entertainment. Try our "Chiens Chauds" at 2 A.M.

RESTAURANTS—with dancing

(Continued)

ST. MORITZ-ON-THE-PARK, 50 Central Park S. The Continental Room. Dinner and Supper Dancing. Ron Perry's Orchestra, entertainment. Also the Café de la Paix and America's only Rumpelmayers.

CAUCASIAN EAGLE, 112 E. 55th St. at Park Ave. Where Russian Society Meets for luncheon, cocktails and Dinner, with Gypsy music and singing. Blini and Beluga caviar. Eldorado 5-8072.

CAFÉ LOYALE—521-5th Ave. Shoppers' luncheon 75c. Chicken dinner \$1. Filet Mignon or broiled Lobster Dinner \$1.25. Rooms for Parties, Weddings, Banquets. Music, Dancing, no extra charge. L. H. Saltzman.

JANET OF FRANCE—237 W. 52nd St. The "Café" of the famous "Onion Soup" presents New York's finest Plank Steak dinner including cocktail \$1.50. Luncheon 65c, dinner \$1.00. CO. 5-8717.



CAFES

KUNGSHOLM—142 East 55th St. A cocktail lounge like the fine wine that is served—mellow and in good taste. A continental café featuring famous Swedish Hors d'Oeuvres Luncheon, Dinner Prix Fixe. Wines, liquors. Cocktail par excellence. EL. 5-8183.

BLACKSTONE CAFE & BAR—50 East 58th St. Special luncheon with cocktail 75c. Dinner from \$1 to \$1.75. Favourite place for luncheon, cocktails, dinner, and after theatre.

SUSAN PALMER

4 W. 49 Oyster Bar Restaurant Town House 38th East of Park Restaurant
"Best food and drink in town"
Pies and hot bread that make the meal a feast.



SMART CLUB

LEON & EDDIE'S—33 W. 52—Just jammed full of grand things to eat and entertainment that tantalizes. Come for dinner and stay all night. Lunch - Dinner - Supper - Cocktails



DISTINCTIVE BAR

RITZ-CARLTON, Madison at 46th. The Ritz Bar—Ladies' Bar for ladies and their escorts; Men's Bar for their exclusive use. Both popular rendezvous before lunching or dining in the Oval Restaurant.

OUT-OF-TOWN

HARVEY'S FAMOUS RESTAURANT—1107 Connecticut Avenue. Famous for notable dinners and distinguished diners since 1858, your Washington visit should include this far-famed epicurean rendezvous in the Nation's Capital.

JIMMY KELLY'S

"The Montmartre of N. Y."
181 Sullivan Street
Dinner \$1.25 to \$1.75
3 SHOWS NIGHTLY 9-12-2:30
featuring
Danny Higgins & John Rockwood
Carter & Schaub
Janice Andrea (Venus on Parade
in a White Peacock)
and many others
OPEN SUNDAYS



in

The New Stroock Camel Hair

Cloud-drift in color. Cloud-drift in weight. A new and lighter coating for the Cruise and Summer Season, in styles to delight the traveller. The fabric, made only from the finest underdown of the camel, is the first pure camel hair ever loomed by Stroock in summer weight. It has the superb bloom and rare, insulated protection which sets all Stroock Camel Hair apart from ordinary camel hair fabrics, a coating unsurpassed for quality.

You'll love the casual distinction of these new styles . . . the unusual cloud colorings, the smart way they harmonize with your favorite frocks. And whether you are miss or matron, they have the beauty and flattery you want. Look for them at your favorite shop. The registered number on the label is your guarantee of genuine Stroock Camel Hair. For further information, write directly to the only manufacturer of Stroock Camel Hair Coats for women.

*Reg. U. S. Patent Office

GROSSMAN & SPIEGEL, INC., 512 Seventh Avenue, N. Y.

I-MILLER SHOES INSPIRE

* ACCESSORY AFFINITIES FOR THE VERY FIRST COSTUMES TO MEET THE SPRING



DUNKIRK

Gray, blue, brown, black and white.

Suggestion. For the navy blue suit; a navy blue hat with a bright green ribbon, green blouse, gray buckskin gloves or bag, and this gray suede moccasin type of hi-low heel oxford.

Inevitably there will be mild, sunny days before a body has had a chance to buy a new Spring tailor. But, a truly smart body will save the day with a new and sprightly accessory color scheme. Not a monotonous, slavishly matched ensemble. Rather a mating of paired accessories -- ie; the shoe and the bag one shade, the hat and glove another -- combinations of different, yet related colors which have an affinity, one for the other. Matter of fact these new I. Miller shoes were created with that idea in mind. Here below are a few of many color schemes.

Do you know I. Miller also makes beautiful hosiery to complement every color ensemble?



BUCKLER, right; KENTWOOD, above; in British-tan, black, brown and blue.

Suggestion; for gray tweeds; yellow feather in a gray hat, gray gloves, rust blouse with a bag and shoes of I. Miller's new shade, British-tan. The Kentwood is stitched calf and gabardine; the Buckler is calfskin with suede inset throat and tongue.



VICTORIA

Made in black patent and British-tan.

Suggestion. For black wool tailor; a black hat with yellow feather, yellow gloves, black patent leather bag, and this new type of square heel, toe and throat, black patent leather pump.

Stores and agencies in principal cities in the United States, and England, Australia, New Zealand, Canada, Hawaiian Islands, Cuba.

HEADLINERS FOR

Truhu Prints . . . all Ivory-Washable

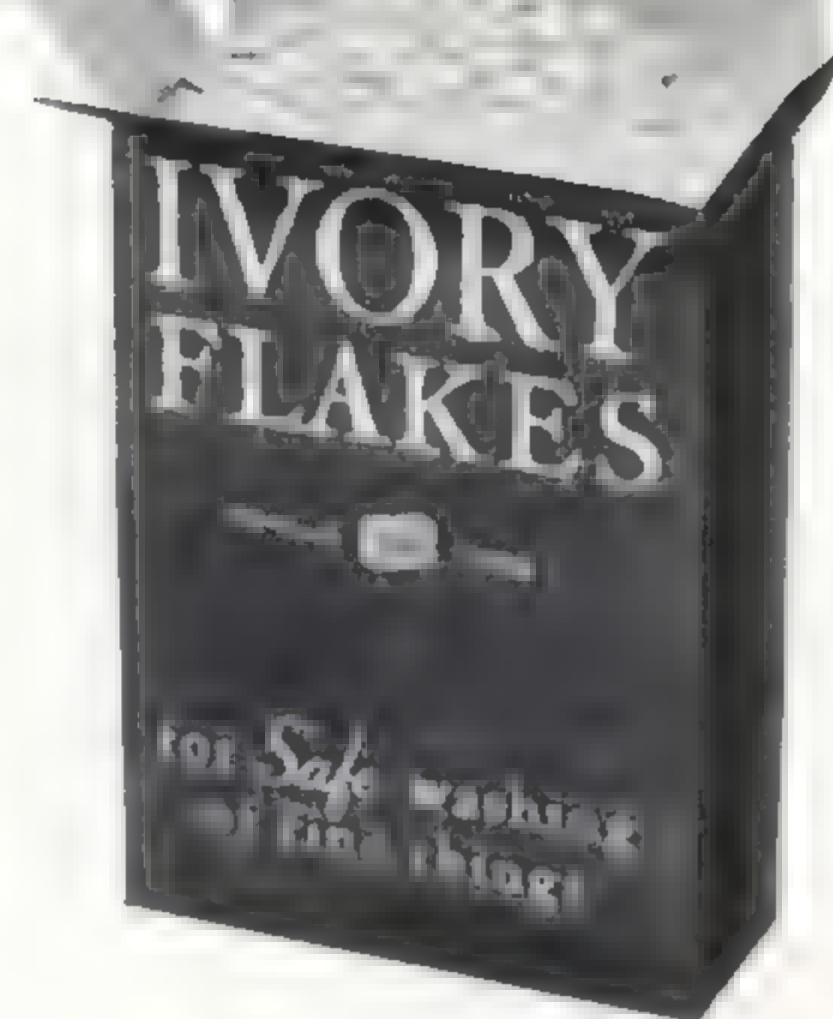


Watch this performance closely! Then take your first step into the Spring season in one of these refreshing Truhu prints. Applause will follow! Take your pick from soft little flowers — confetti — pin-wheels — sports designs — modern fleurs-de-lys . . . Truhu has fashioned these fascinating motifs in an array of delicious colors.

And, glory be, each and every one launders safely,

perfectly — in gentle suds of Ivory Flakes . . . those delicate, chiffon-thin wisps of pure Ivory. Ivory treats even a baby's sensitive skin kindly. And tests prove that Truhu prints emerge fresh and sparkling as new from countless Ivory Flakes tubbings. That's why the makers of Truhu prescribe Ivory Flakes as the safest beauty treatment for printed silks.

99⁴⁴/₁₀₀% PURE



MARSHALL FIELD & CO. •
(Retail) CHICAGO

BULLOCK'S •
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CINCINNATI

Flight to VOGUE

Forty-six States—one hundred and ninety-two colleges—and Seniors by the hundred . . . yes, we were startled. Of course, we knew that all over the country there were intelligent girls, ambitious girls, fashion-conscious girls. We knew that lots of them were going to enter Vogue's Prix de Paris Contest. But how could we foresee the dizzy flock of envelopes that has been pouring in since the first week in November? (And, by the way, what happened to the colleges of South Dakota and Delaware? We have representatives by dozens from every other State in the Union. Is this secession?)

But, although we were startled by the quantity of our daily mail, we were honestly amazed at the quality of it. For the answers to the first two Quizzes have been astonishing, not only in their grasp of the fundamentals of fashion, but in their knowledge of Vogue's style, Vogue's sense of values, Vogue's very essence.

Everybody knows that Blue-stockings (in the non-fashion sense of the word) are no longer smart. And naturally we realized that college women no longer look at life through the Library Door. But we hadn't guessed that Vogue is apparently their favourite magazine, that verdant Freshmen and enviable Phi Beta Kappas alike read us with the sort of appreciation we dream about.

And so we sit here, beaming, in the midst of our mass of papers from every corner of these United States . . . reading, re-reading, discussing, grading. . . . And we're beginning to wonder—which two of these hundreds of girls who already seem to know Vogue so well will be welcomed next spring as the new members of our organization, the winners in this Fashion Contest that is open only to girls who will graduate from college in 1936.

Will they come from the North—South—East—West?

We feel as though we were in the middle of a National Youth Movement!

Vogue's Prix de Paris sweeps 46 states

These are the colleges represented in the contest

ADELPHI COLLEGE
AGNES SCOTT COLLEGE
UNIVERSITY OF AKRON
ALABAMA COLLEGE
UNIVERSITY OF ALABAMA
ALBION COLLEGE
ALFRED UNIVERSITY
ANTIOCH COLLEGE
UNIVERSITY OF ARIZONA
ARKANSAS STATE COLLEGE
UNIVERSITY OF ARKANSAS
BARNARD COLLEGE
BATES COLLEGE
BAYLOR COLLEGE FOR WOMEN
BAYLOR UNIVERSITY
BEAVER COLLEGE
BENNINGTON COLLEGE
BETHEL COLLEGE
BOSTON UNIVERSITY
BROOKLYN COLLEGE
BRYN MAWR COLLEGE
BUCKNELL UNIVERSITY
U. OF CALIFORNIA
U. OF CALIFORNIA AT LOS ANGELES
U. OF SOUTHERN CALIFORNIA
CARLETON COLLEGE
CEDAR CREST COLLEGE
CENTRE COLLEGE
CHADRON STATE TEACHERS COLLEGE
UNIVERSITY OF CHATTANOOGA
UNIVERSITY OF CHICAGO
UNIVERSITY OF CINCINNATI
CITY COLLEGE OF NEW YORK
COLBY COLLEGE
U. OF COLORADO
COLUMBIA COLLEGE
CONNECTICUT COLLEGE
CORNELL COLLEGE
CORNELL UNIVERSITY
DANIEL BAKER COLLEGE
DENVER U.
DEPAUW UNIVERSITY
DRAKE UNIVERSITY
DREXEL COLLEGE
DURY COLLEGE
DUKE UNIVERSITY
ELMIRA COLLEGE
ELON COLLEGE
EMMANUEL COLLEGE
FLORIDA STATE COLLEGE FOR WOMEN
FONTRONNE COLLEGE
FRAMINGHAM STATE TEACHERS
FRESNO STATE COLLEGE

GALLAUDET COLLEGE
GEORGE WASHINGTON U.
GEORGIA STATE COLL. FOR WOMEN
GEORGIA STATE WOMEN'S COLLEGE
GEORGIAN COURT
UNIVERSITY OF GEORGIA
GOUCHER COLLEGE
GRINNELL COLLEGE
HAMLINE UNIVERSITY
HEIDELBERG COLLEGE
COLLEGE OF THE HOLY NAMES
UNIVERSITY OF HONOLULU
HOOD COLLEGE
HUNTER COLLEGE
UNIVERSITY OF IDAHO
UNIVERSITY OF ILLINOIS
UNIVERSITY OF INDIANA
UNIVERSITY OF IOWA
JOHNS HOPKINS UNIVERSITY
UNIVERSITY OF KANSAS
KENT STATE COLLEGE
UNIVERSITY OF KENTUCKY
LAKE ERIE COLLEGE
LAWRENCE COLLEGE
LELAND STANFORD U.
LIMESTONE COLLEGE
LINDENWOOD COLLEGE
LOUISIANA POLYTECHNIQUE
UNIVERSITY OF LOUISVILLE
LOYOLA UNIVERSITY
MACMURRAY COLLEGE
UNIVERSITY OF MAINE
MANSFIELD ST. TEACHERS
MARGARET MORRISON CARNEGIE
(CARNEGIE TECH.)
MARIETTA COLLEGE
MARQUETTE U.
MARYGROVE COLLEGE
WESTERN MARYLAND COLLEGE
UNIVERSITY OF MARYLAND
MARYMOUNT COLLEGE
MARYWOOD COLLEGE
MERCYHURST COLLEGE
MIAMI UNIVERSITY
U. OF MIAMI
MICHIGAN STATE COLLEGE
UNIVERSITY OF MICHIGAN
MIDDLEBURY COLLEGE
MILLS COLLEGE
UNIVERSITY OF MINNESOTA
UNIVERSITY OF MISSISSIPPI
UNIVERSITY OF MISSOURI
UNIVERSITY OF MONTANA
MOUNT HOLYOKE
MUNDELEIN COLLEGE
UNIVERSITY OF NEBRASKA
UNIVERSITY OF NEVADA
NEWCOMBE COLLEGE (TULANE)
UNIVERSITY OF NEW HAMPSHIRE
N. J. COLLEGE FOR WOMEN
UNIVERSITY OF NEW MEXICO
NEW MEXICO STATE COLLEGE
COLLEGE OF NEW ROCHELLE
NEW YORK UNIVERSITY
WOMAN'S COLLEGE OF
NORTH CAROLINA

UNIVERSITY OF NORTH DAKOTA
NORTHWESTERN UNIVERSITY
OBERLIN COLLEGE
UNIVERSITY OF OHIO
OHIO STATE UNIVERSITY
OHIO WESLEYAN UNIVERSITY
UNIVERSITY OF OKLAHOMA
OKLAHOMA A. & M.
OKLAHOMA COLLEGE FOR WOMEN
MUNICIPAL UNIVERSITY OF OMAHA
UNIVERSITY OF OREGON
OUACHITA COLLEGE
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PRIX de PARIS

Quiz number four will be
published in the March 1 Vogue

ARIZONA

Chandler



San Marcos on Desert

The San Marcos Hotel and Bungalows—now in 24th season—own all-grass, 18-hole golf course adjoining. Exclusive clientele. Glorious, warm, dry winter climate here amidst orange, palm groves—giant cacti—romantic desert—rodeos—all sports. Low wind, no dust, 20 miles from Phoenix, Myron R. Gilbert, Manager.

Mesa

El Portal. A modern hotel, beautiful grounds. Excellent food. America's finest winter climate. 15 miles from Phoenix. European, moderate rates.

Phoenix

Ingleside Inn and Cottages. Distinctive, conservative, yet delightfully informal. Internationally famous for food and hospitality. Polo, golf, horses, tennis.

Tucson

Arizona Inn. Arizona's foremost Resort Hotel. Exclusive clientele. Charming Garden Homes. Every room has bath and sunporch. Bklt. L. R. Howard, Mgr.

El Conquistador. Landscaped resort hotel, with spacious bungalows, in midst of desert grandeur. Distinguished clientele. Glorious climate. All sports.

Pioneer Hotel. Southern Arizona's finest. 250 rooms, each with bath. European. Coffee Shop. Dining Room. Roof Garden. Sun Deck. Sensible Rates.

CALIFORNIA

Arrowhead Springs

Arrowhead Springs Hotel. All sports. Reasonable rates. New health rewards your visit in this restful, charming, modern Spa.

Beverly Hills

Beverly Hills Hotel & Bungalows. Mid the quiet and beauty of Beverly, twenty minutes from Los Angeles. Featuring a One, Two, and Three Meal Plan.

Palm Springs

Desert Inn. Luxurious hotel and bungalow accommodations. All sports. Season, October 1 to June 1. Rates \$10 up. Write for folder.

Pasadena

Maryland Hotel and Garden Bungalows. European Plan. Rates \$3.50 and up. Ten minutes from Santa Anita. Entirely new Management.

Santa Barbara

Santa Barbara Biltmore. Famed seashore resort hotel, sheltered by mountains. Sunny days for swimming and all sports. American Plan \$9. up.

COLORADO

Denver

Brown Palace Hotel. \$200,000 improvements just made . . . for your greater comfort and pleasure at this, the Mountain West's ranking metropolitan hotel.

DISTRICT OF COLUMBIA

Washington

Annapolis Hotel. 400 outside rooms, 400 baths. Close to shopping district & Government Bldgs. From \$2.50 single; \$4. double. H. H. Cummings, Mgr.

The Raleigh Hotel. Across Penn. Ave. from new Govt. Bldgs. Dining rooms air conditioned. Rooms with tub and shower, \$3-\$5 one, \$4.50-\$8 two. E. P.

FLORIDA

Bradenton

Hotel Manatee River. Fireproof. Modern. Hotel rooms and apartments. Amazingly moderate rates. Wonderful meals. Golf, fishing, etc. November 15th.

Daytona Beach

Clarendon Hotel. Directly on the Ocean Front. Fireproof. Amer. Plan \$7. up. Golf, tennis, fishing. Select clientele. Open Dec. 14 to May 1.

The Princess Islena. Noted Cuisine. Best clientele. All sports. Sun decks. Concerts. Cottages. H. W. Haynes, Prop. N. Y. Office, 500-5th Ave. ME 3-1827.

Florence Villa

The Florence Villa. Central Florida. Lake Shores. Boating, fishing, golf, 2 theatres. Trio. Fla. 2, U.S. 17 & 92. A.C.L. & Seaboard R.R. Select Clientele.

Hollywood

Hollywood Beach Hotel. Featuring the "Super-American" Plan with club-like facilities including private beach, golf, etc. Booklet.

Lakeland

Hotel Lakeland Terrace. Fireproof, modern, centrally located. Overlooking lakes. Steam heat. Moderate rates. Golf, hunting, fishing. Open all year.

Miami

Hotel Alcazar. "Miami's most modern bayfront hotel." Steam Heat. Two-channel radio, dining room, coffee shop, and beautiful roof garden. Open all year.

The Columbus. "Miami's Finest Bay Front Hotel." Seventeen floors of solid comfort. Roof Dining-room. Accommodates 500. European Plan.

The Dallas Park. Fireproof. Overlooking Biscayne Bay. Desirable apartments, attractive hotel rooms. Nude sun bathing cabanas atop 11th floor roof.

Travelog

A DIRECTORY OF FINE HOTELS & RESORTS

MIAMI PASSING SHOW

As the starter's gun cracks at Hialeah on January 16, the official racing season is open. Encouraged by inquiries, advance bookings, and the tremendous increase in winter travel southward, gay Hialeah is preparing to welcome the largest, most colourful crowd in its history.

Golfers have a full calendar at the Miami Biltmore from January 19 through 30, with its Amateur Championship to be played between January 19 and 24, and the famous Left-Handers Tournament scheduled January 26 to 30.

Spring and summer fashions will make their bow on January 18 at the Miami Biltmore and January 22 at the Roney Plaza. Complete advance showings of formal, semiformal, and informal day and evening clothes—together with a variety of sports and beach togs—are to be featured.

WINTER SPORTS AT PLACID

The cream of American figure skaters will gather at Lake Placid January 17 and 18 for the Lake Placid Club's Annual Figure-Skating Championship. Competition and judging will be held each evening in the Olympic Arena.

Saturday and Sunday morning (January 18 and 19), the National

Junior two-man and four-man bobsled championships will be decided on the Lake Placid Olympic Bob-Run. This bob-run is one of the fastest in the world.

HISTORIC RIDES

Sea Island, Georgia, is a grand place for horseback riding. Excellent horses are provided for the miles of bridle-paths, pine-carpeted and palm-bordered, winding over the island. Frederica, the site of the town founded by Oglethorpe, Georgia's first governor and real-estate man, and the near-by ruins of Fort Frederica are favourite destinations for riders. Throughout the month of January, several all-day rides, with noontime stops for roasting steaks, have been scheduled.

The Sea Island Yacht Club opened this month for the winter season. Its program includes supper and tea dances, as well as sailing and speed-boat events over the inland waters of the Georgia islands.

JUST TO KEEP POSTED

TENNIS: British Colonial Tennis Championship, Nassau, Bahamas, January 22 to 26.

GOLF: Sacramento Open Golf Tournament, Sacramento, California, January 16 to 19.

FLORIDA

Miami

The McAllister. Facing beautiful Bayfront Park and Biscayne Bay. 550 rooms with bath. Reasonable Rates. Leonard K. Thomson, Mgr.

Miami Beach

The Barclay-Plaza. Conveniently located, ultra modern, agreeably different, thoughtfully planned to please the discriminating. Now open—first season.

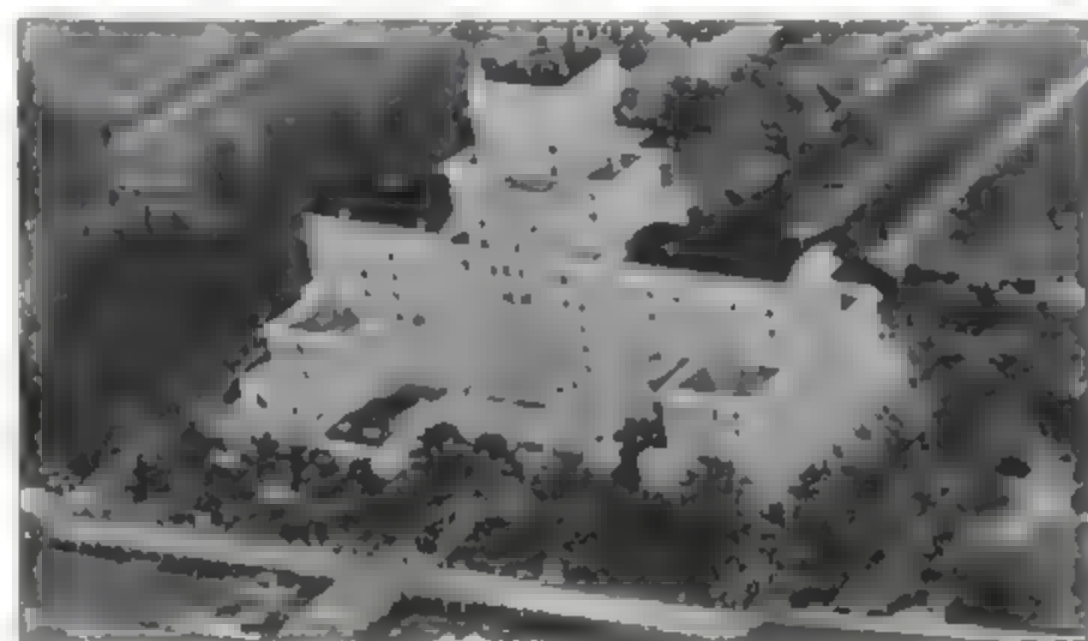
The Flamingo. Famed for food, service, unsurpassed location and distinctive clientele—Beautifully landscaped grounds. C. S. Krom, Manager.

The Whitman-By-The-Sea in the exclusive North Beach section. Smart, new, distinctly modern. Open for the first season.

Orlando

Hotel Wyoming. Located in tropical park. Every desired service and convenience. Table of unusual excellence. Well-rounded entertainment program.

Miami Beach

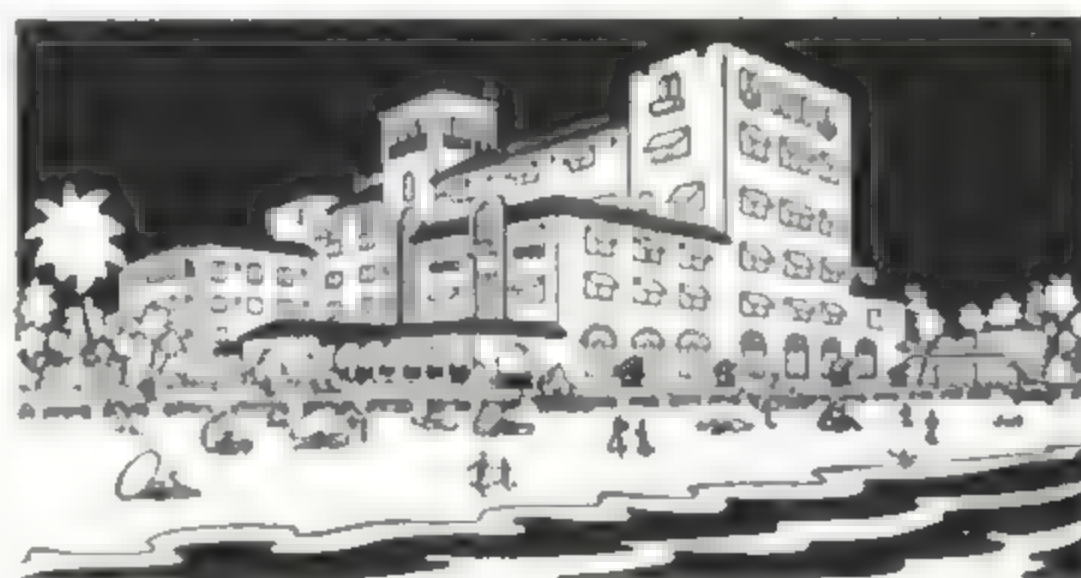


The Fleetwood

Overlooking beautiful Biscayne Bay, one of the finest hotels in Miami Beach. Reasonable rates, European plan. Splendid food and excellent service. A DeWitt Operated Hotel. Large dock for yachts and pleasure boats. Deep Sea Fishing facilities. For rates and particulars, call or write New York Office, New Yorker Hotel.

FLORIDA

Miami Beach



The Hotel Pancoast

Most exclusive resort hotel in America. Located in an exotic tropical setting directly on the Ocean front. Private bathing beach and cabana club. Restful atmosphere, yet close to all seasonal activities. Outdoor sports all winter. Open all year. American plan during winter season. Write or wire to Arthur Pancoast, President; Norman Pancoast, Manager.

Ormond Beach

Coquina Hotel. Directly on the Ocean Front. Fireproof. Amer. Plan. \$7 up. Golf, Tennis, Fishing. Select Clientele. Open Jan. 11 to May 1.

St. Augustine

Hotel Monson. An ideal winter home delightfully located on Matanzas Bay. Excellent golf, boating, fishing and other sports. Booklet. C. E. Young.

St. Petersburg

Jungle Hotel. Famous Jungle Golf Course, first tee at the door. Country-club atmosphere. American plan. Booklet on request. John F. Hynes, Manager.

Princess Martha Hotel. In the heart of St. Petersburg. Modern, fireproof, every convenience. 250 rooms, each with bath. European plan. A. L. Manning, Mgr.

Soreno Hotel. On Tampa Bay. Modern, fireproof. 310 rooms each with bath. Finest service and cuisine. American plan. Every sport attraction. Booklet.

Vinoy Park Hotel. On glorious Tampa Bay. Sun-bathing. . . . Every recreational feature. Booklet. Clement Kennedy, Managing Director.

FLORIDA

Sarasota

Hotel Sarasota Terrace. Leading resort hotel. Roof Solarium. Unexcelled cuisine. Bobby Jones Golf Course. Fishing, Bathing, etc. December 15th.

Sebring—On the Ridge

Harder Hall. In the Sevier Highlands. No humidity. 150 Rooms with Bath. Steam Heat. Golf Course (6500 yds.) at door. Moderate rates. Booklet.

Kenilworth Lodge. With own championship golf course, 6408 yards, at the door. Pure soft water. Steam heat, sprinkler system, elevator, etc. Booklet.

West Palm Beach

Hotel Royal Worth. Fireproof, modern resort hotel overlooking beautiful Lake Worth. Spacious lounges, porches. Steam heat. Golf, sailfishing, etc. Dec. 15th.

Winter Park

Virginia Inn. On Lake Osceola. An Inn of Charm and Friendly Hospitality. Steam heat. Elevator. Automatic sprinklers. Amer. Plan. Attractive rates.

GEORGIA

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The Atlanta Biltmore. "The South's Supreme Hotel." Appointments unexcelled. Convenient for motor and rail travelers. Rates from \$3.00.

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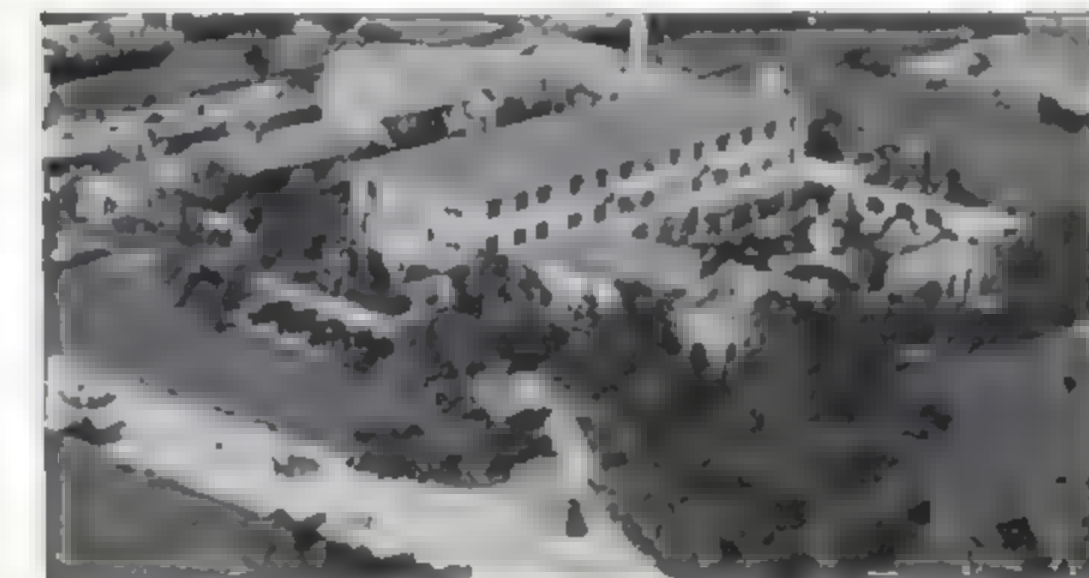
Savannah



The General Oglethorpe

On beautiful Wilmington Island, in a domain all its own, with an 18-hole Donald Ross golf course, fine fresh water pool, dining and dancing every evening to nationally famous orchestras, splendid stables and miles of bridle paths, sand-clay tennis courts, skeet shooting, fishing, hunting, etc. A DeWitt Operated Hotel. Open the year 'round. Commercial rates. Free Garage.

Sea Island



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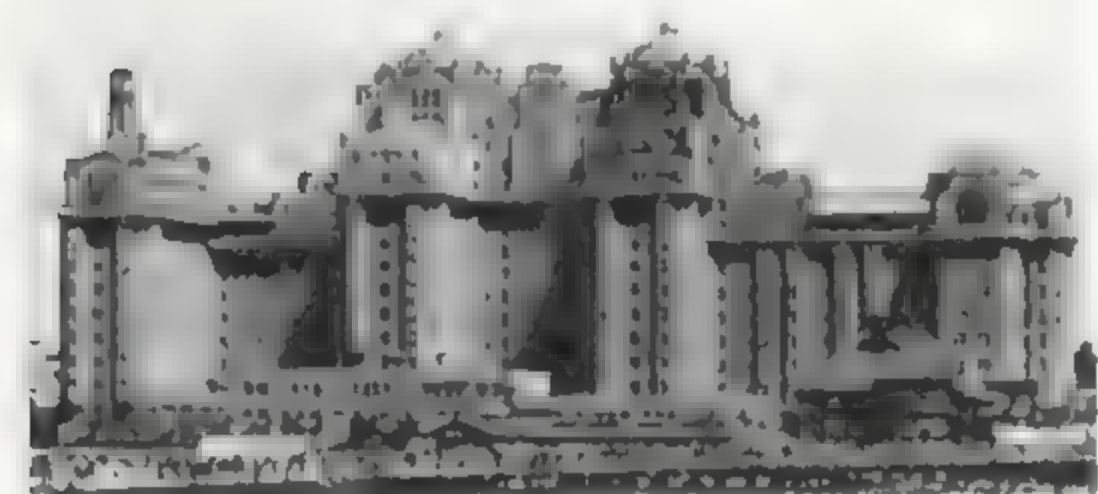
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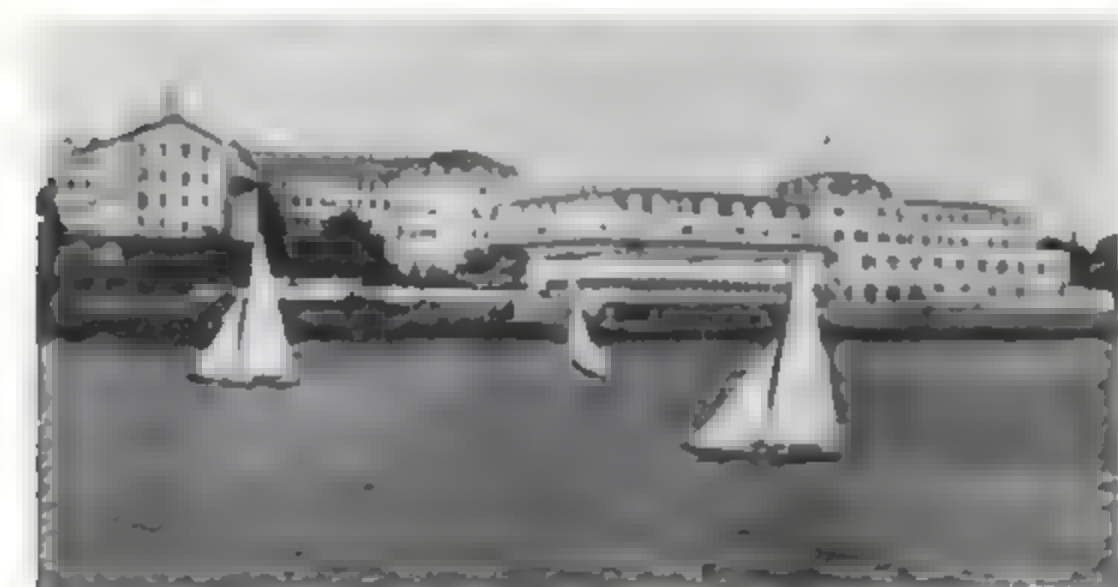
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WEST INDIES

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in the Cunard-White Star liner

"BRITANNIC"



There are more differences between cruises than their ports of call. The ships they sail on . . . the managements, their ideas of what a cruise should be . . . the passengers. All these are very important . . . and distinguish one cruise from another.

Raymond-Whitcomb West Indies Cruises

will sail on the 27,000-ton "Britannic" . . . that smart, modern motor liner . . . a favorite both in Transatlantic service and West Indies Cruises. They will be managed (in co-operation with the Cunard-White Star Line) by Raymond-Whitcomb . . . the oldest American travel company . . . pioneers in cruises and prominent in developing them to their present attractiveness and popularity.

There will be four of these Raymond-Whitcomb Cruises in the "Britannic" this winter:

January 31 to February 19 . . .	\$210 up
February 20 to March 10 . . .	\$210 up
March 11 to March 27 . . .	\$177.50 up
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They will go to some of the brightest, gayest and most interesting places on the Caribbean and the historic Spanish Main. As for example: Havana, Panama, Jamaica, Cartagena, Curacao, Trinidad, Martinique. On the March 27 Cruise—Nassau and Bermuda.

Any Raymond-Whitcomb or Cunard-White Star office will give you complete information and make reservations . . . or any steamship or travel agent

Mexico Land Cruises

Traveling through Mexico by their own special cars . . . air conditioned, of course. Eight days in Mexico City. Visits to several fascinating and typically Mexican smaller places you could not ordinarily see. From New York, Jan. 30, Feb. 20, and March 12. 26 days each.

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in the North German Lloyd liner "Columbus." Sailing February 11, and going completely around South America in 45 days. \$495 up.

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Next summer. In the Cunard-White Star, "Carinthia." \$495 up.

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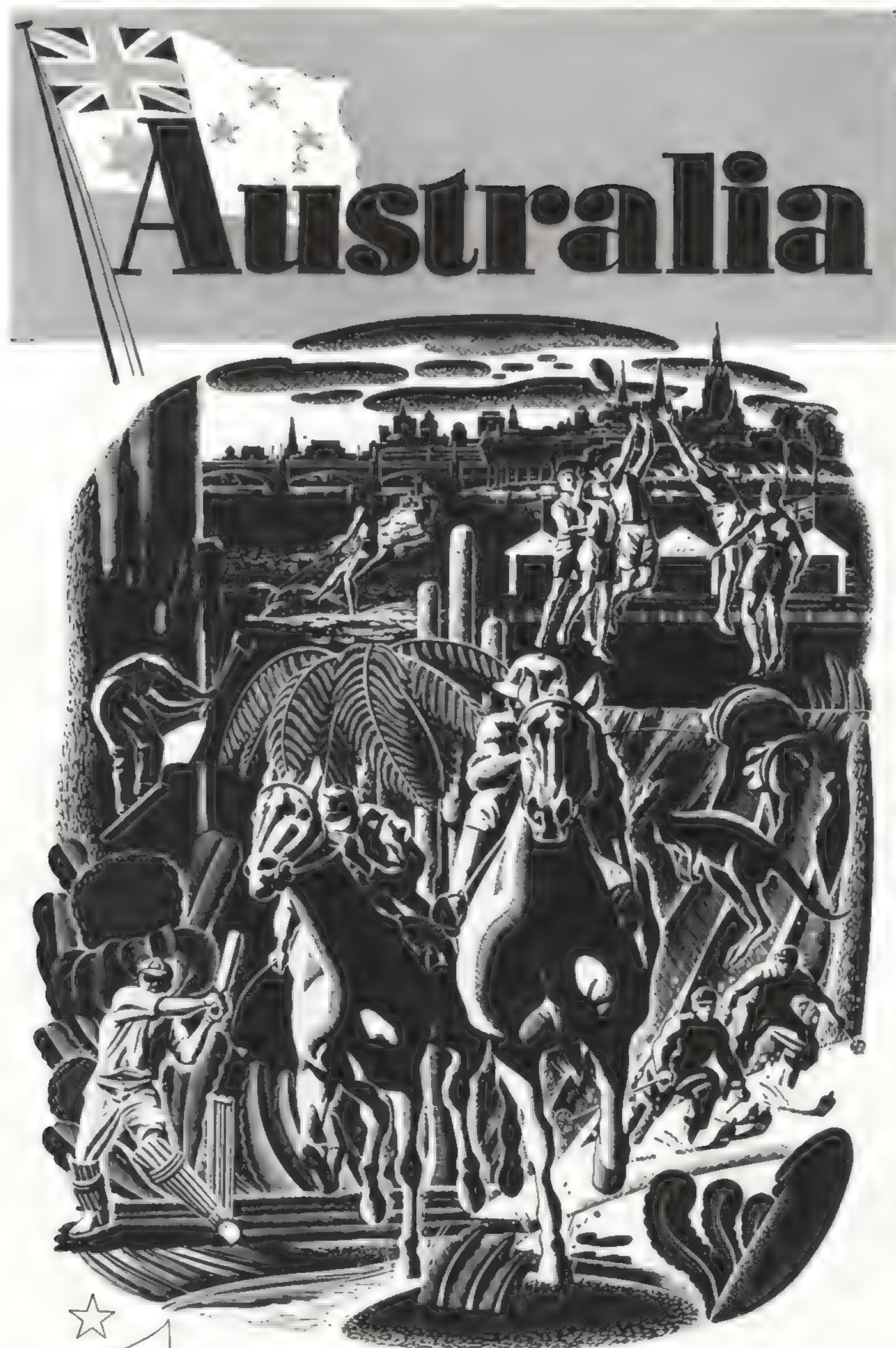
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"A week and a half from North America and here I am in Japan, land of surprises! Children in gay kimonos trying out their English on the tourist. Street signs making a riot of color. Actors in fantastic poses.

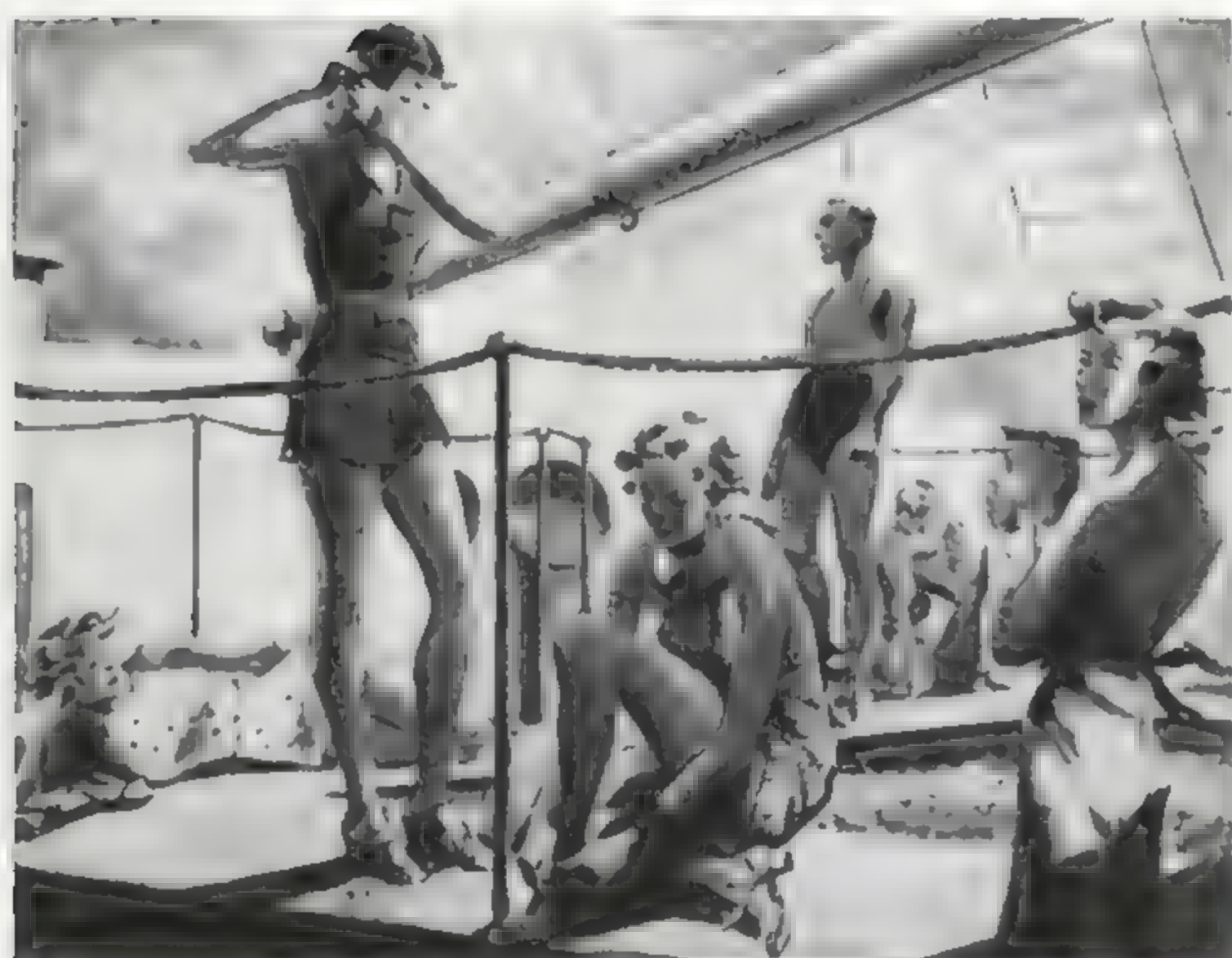


"I'll cross to China, the ancient land! I'll see the Temple of Heaven up at Peiping...a race meeting in Shanghai...and snoop in back-street shops where my American dollar buys jade and silk treasures for ever so little.



"Then Hong Kong. It's amazing how this busy seaport takes on Western ways! I'll sip my tea and count the nationalities that go by. Then, finally, the Philippines! I'll see all this and not take long. I'm going *Empress!*"

"And going *Empress* was loads of fun!"



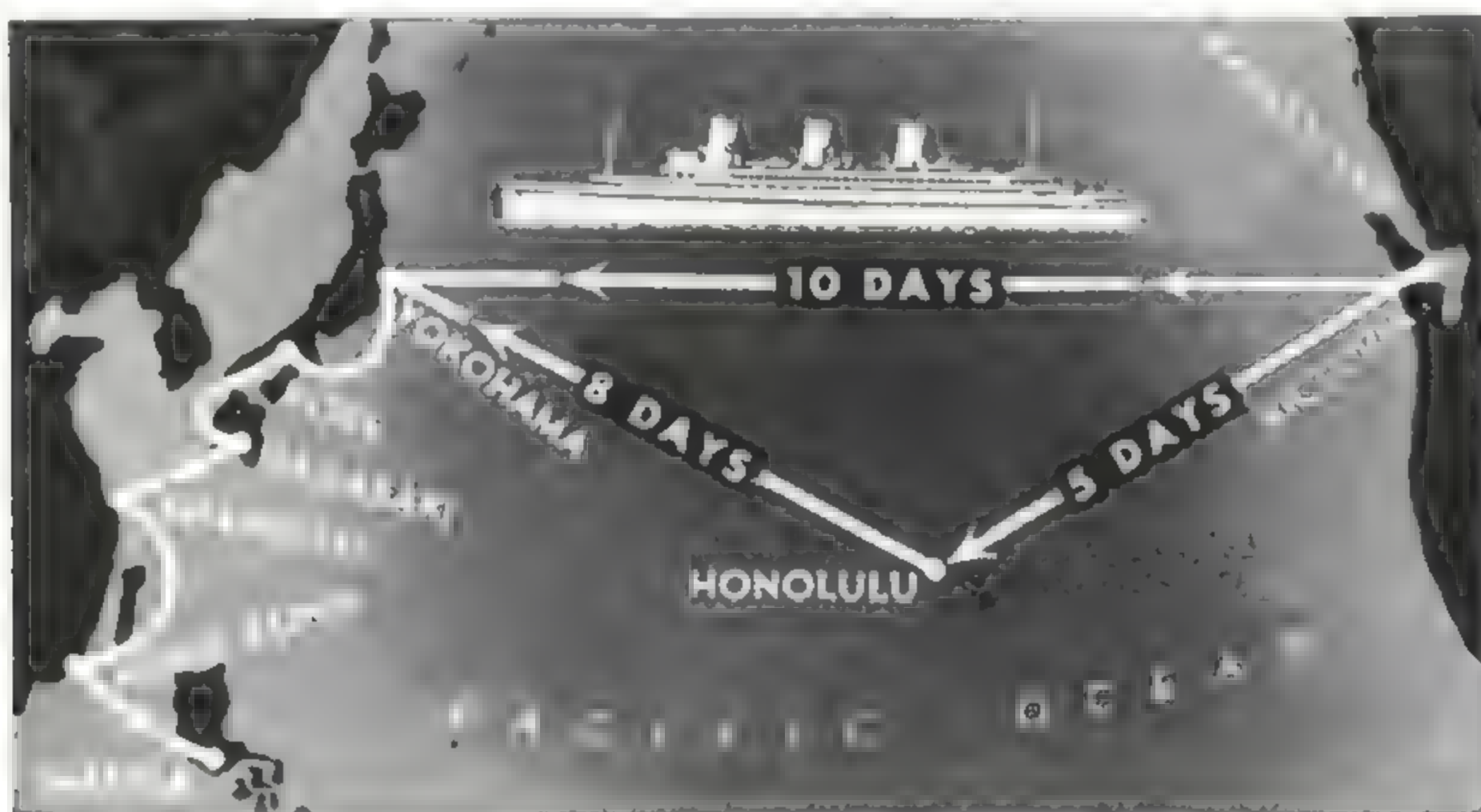
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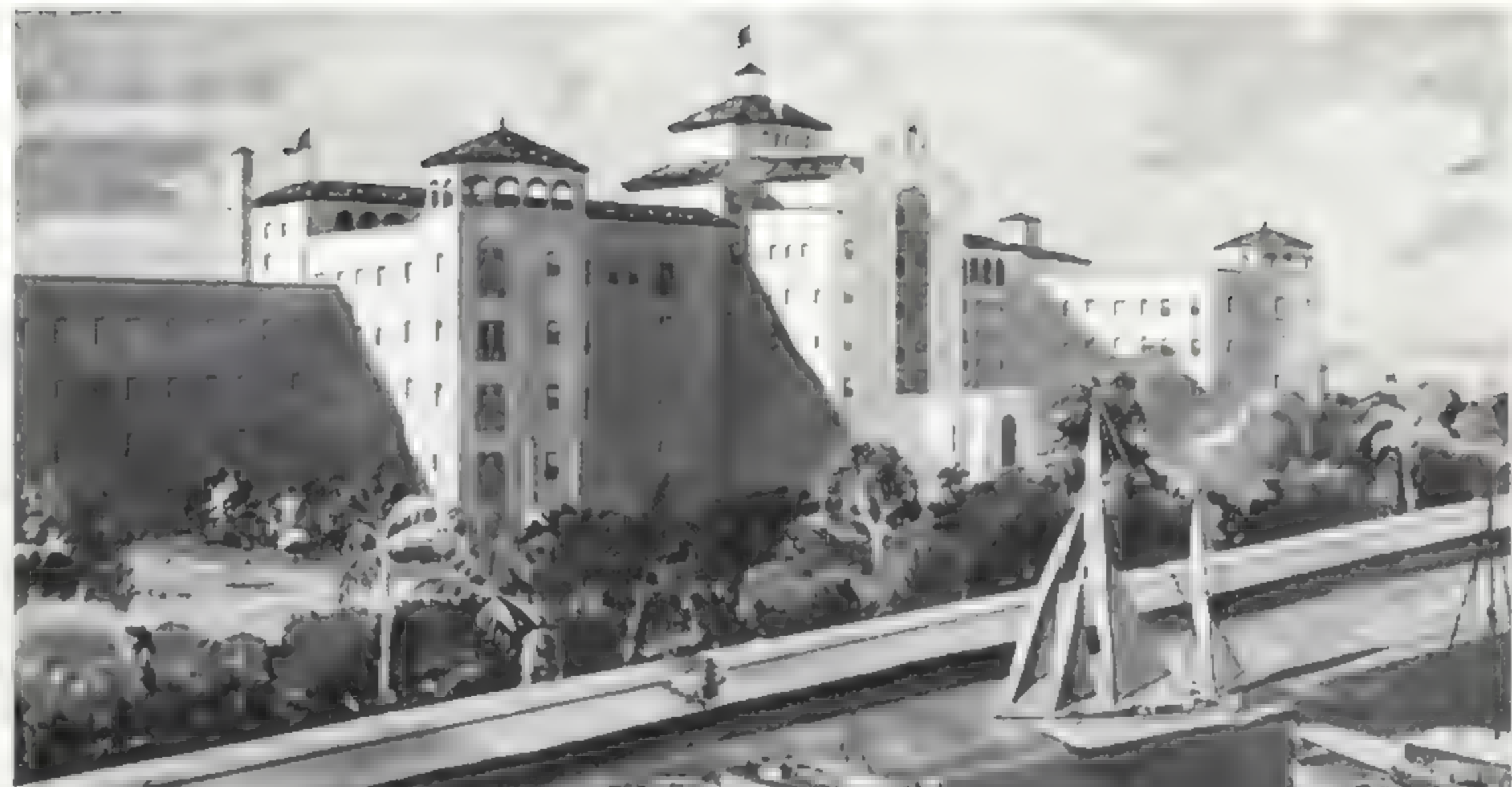
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New Theatre

The King-Smith Studio-School is exulting in its new Play House built at the edge of Rock Creek Park in Washington, D. C. It is a picturesque building with stone walls, slate roof, and ivy-covered ells, located on a rise just above the bridle-path. Its first floor includes a large entrance-hall and lounge, library, and storerooms. On the second floor is the theatre proper, with a seating capacity of one hundred and fifty. The stage has rough white walls and natural dark beams. In one ell of the building are

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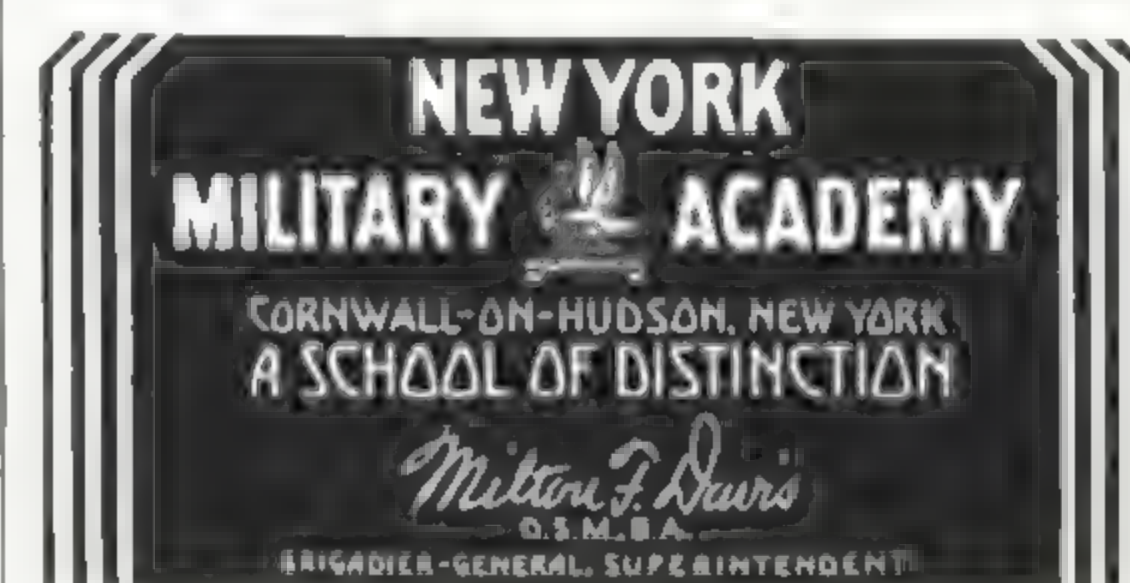
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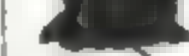
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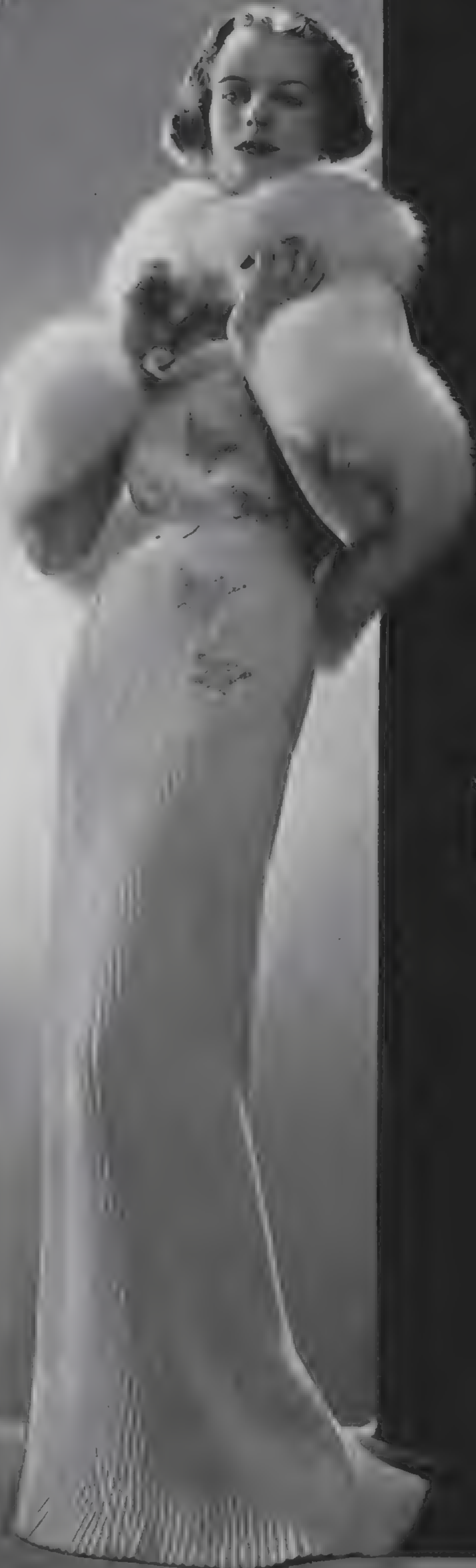
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New York

Vogue Covers

Fun at dancing school



• Believe it or not, we've discovered a dancing-school that little boys actually like. In fact, all of its pupils, both male and female, like it, and they range from three-year-olds to grizzled tycoons. This unusual dancing-school, in the Sherry-Netherland Hotel, is conducted by Miss Eileen O'Kane—who is pretty unusual herself, being young and extremely personable as well as able. She has studied every kind of dancing—rhythmic, ballet, tap, and especially ballroom—in every kind of school both here and abroad, and she loves to organize parties, either at her studio or at your house. (A party of three hundred small children doesn't faze her at all.) If you popped into her studio unexpectedly, you might find a roomful of young married people, who had organized their own group, dancing as much for fun as for instruction; or a class of older women, mixing dancing, posture control, and reducing; or a class of kindergarten babies, playing to music and enjoying themselves hugely; or some thirteen-year-old girls getting over their gangliness and their inhibitions about subscription dances. There are seven teachers at the school besides Miss O'Kane, all trained by her; the rates are most reasonable for private lessons, and even more so for class work.

Birthday ball

• Once again, as January thirtieth rolls around, the Waldorf-Astoria hums with preparations for the President's Birthday Ball. The New York ball, as you know, is only one of five thousand-odd Presidential birthday celebrations to be given on the same night all over the country. In each case, thirty per cent. of the proceeds will be turned over to the President's own Warm Springs Foundation for victims of infantile paralysis; the remaining seventy per cent. will be used to aid cripples and paralytics in the community where the ball is given.

Our own local celebration will be a sight worth going far to see, occupying the entire ballroom suite of the Waldorf. The opening gun will be the President's radio address at 11:30, and there will be a pageant called "Health, Wealth, and Happiness," organized by Lyla Agnew Stuart, involving bebies of debutantes and other beauteous young ladies. Dario and Diane, the Caprice Room's brilliant young dance team, will do a new dance that they've created for this occasion, performed to an entirely new rhythm—seven-fourths time. It's a cross between a fox-trot and a waltz (with tango and trucking overtones), and it looks easy

enough the way they do it. (We hear from reliable sources that it's scheduled to supersede the fox-trot in 1936.) And there'll be so many other doings that we haven't space enough to tell you about half of them; ending up, of course, with dancing.

Mrs. James Roosevelt will be the guest of honour again this year; the Misses Margaret Delano and Medora Roosevelt, two of the President's nieces, are Junior Chairman and Débutante Chairman, respectively. Among the six co-chairmen are Mrs. Charles Fellowes Gordon, Mrs. James Lees Laidlaw, Mrs. James W. Gerard, and Mrs. Eugene W. Ong.

Plane fare

• The town is filled with delightful places to dine—but not all of them can boast a zabaglione made as the chef of L'Avion at 48 East Fifty-Third Street makes it. One reason for this is that Mr. Castellotti, the owner of L'Avion, began his career as a waiter in the original Bustranoby's, where he learned secrets of the restaurant business that he has—fortunately—never forgotten. L'Avion is small enough to be intimate, and is refreshingly decorated with photographs of airplanes, enlarged and set into wall-panels—an amusing trick that gives a small room an air of space.

Theodore's

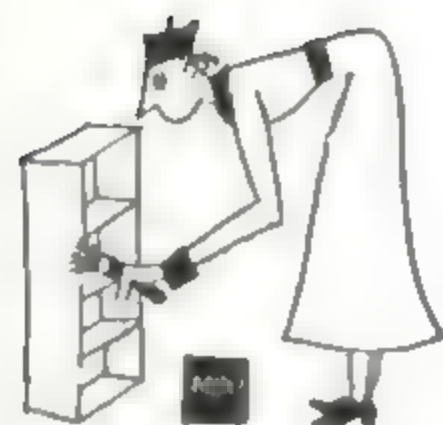


• Don't be surprised if you hear hosannas resounding along Fifty-Sixth Street these days. It means only that more loyal followers have come upon Theodore Titzé in his new establishment. Probably no restaurateur in New York has a greater or more personal following than Theodore, and to find him back in circulation is one of the happy events of 1936. Personally, our idea of the perfect way to dine is to call and say, "Dear Theodore, we will be seven, please plan dinner." But it isn't necessary to order in advance. There is an excellent *carte du jour* written in the way Theodore did his menus when he was at the Castle Harbour in Bermuda, with daily *spécialités*. We were there last on curry day, and can report the lamb à l'Indienne as done in the finest curry tradition—bland but biting.

The new restaurant, which is at 4 East Fifty-Sixth Street, across the street from Bonwit Teller, is called, succinctly, Theodore's, and there is rather a Viennese feeling in the atmosphere. Music plays, but unobtrusively. M. Duchène, whom Theodore had with him at the Madison, is the chef. The service, as is always the case under this maestro, is flawless. And the food is beautiful.

the town

House proud



• It's all very well to be organized and have all your furniture and curtains and upholstery attended to in October, but just about now the ravages of time and cocktail parties are very apt to make themselves apparent. Consequently, this is a good moment for John Scott to come into your life. Mr. Scott has a Home Service that will fix anything within your four walls except possibly a slight disagreement with your dear ones. He has a staff—Arthur, Alex, George, Murray, Harry, and Ralph—each of whom is a specialist in some one line of house-mending. Alex, for example, will re-finish a socially battered table so that it looks better than new (really), but, more than that, so that alcohol can no longer leave white rings upon it! Arthur will clean your sofas. Harry will even sew on buttons. They all live during their waking hours at 1073 Third Avenue and can be reached at Butterfield 8-4317.

Swapping art

• Hats off to the Carl Fischer Art Gallery for doing their bit in Anglo-American *rapprochement*. Their bit consists of showing England what American painters are doing, and showing America what English painters are doing. In their Brook Street Galleries in London, they will have on view the works of recognized American artists—recognized, that is, by America, for, so far, the majority of Britons are blissfully unaware of our creative efforts in the realm of art.

At their gallery here—61 East Fifty-Seventh Street—they will show contemporary British and Continental painters not yet familiar to us. There are a number of very distinguished artists in England whose names, let alone pictures, are hardly known to the American public.

Sometimes the Fischer Gallery will show both sides of the medal at the same time: the American painting destined for London hanging fraternally with the transplanted British products. And in January, they will give a one-man show of Paul Nash, one of Britain's most sensitive and forward-looking painters. It ought all to be pretty interesting.

Woman's orchestra

• No doubt you've heard already of Miss Antonio Brico's brave band of women players. We spoke of them last spring in the Spot-light, commenting on their enterprise and energy—and uniqueness. It is no easy thing for women to break into the orchestral field—and as for a woman conductor! But the tables are turned, and Miss Brico now has as patrons of

her New York Women's Orchestra such august personages as Mrs. Franklin Delano Roosevelt, Mayor La Guardia, Mr. Paul D. Cravath, Miss Mabel Choate, Mrs. James H. Perkins, and Mrs. T. Whitney Blake.

Their Carnegie Hall concert will be on January 7—with three more to follow at monthly intervals. Once you've gotten used to seeing skirts on the podium and rounded arms working the bows, listen to the strings—they're good—and watch the timpany player. She has the vigour of seven men.

Coming up!

• There must be many occasions when you have wished that, by clapping your hands together, sizzling platters of luscious food would materialize out of thin air. Let the telephone be your Aladdin's Lamp, and Longchamps your magician. For this famous restaurant has now organized a special department which attends to the needs of people who, for one reason or another, prefer to dine (or lunch) at home. The cook, say, has left in a huff, or you have no cook and your soul has rebelled against kitchen stoves; a tall, dark, handsome stranger is sitting before the blazing fire reading Swinburne aloud, and somehow you don't want to break the spell. . . . Longchamps delivers these meals in electric boxes, and whatever you have ordered is still cooking in transit, timed to be done to a turn at the specified hour. Plug it into the wall to keep hot, if you aren't ready. There is no extra charge for all this (unless you demand china instead of cardboard containers. For the fastidious—or those without china—there is a slight extra charge).

Bagby forever

• New York could as well dispense with the Plaza Fountain as with Mr. Bagby's Musical Mornings at the Waldorf-Astoria. They have been going on for over two score years, to the delight of those music-lovers—necessarily female and usually mature—who have free Monday mornings in which to listen to the outstanding virtuosi of the moment. All these years, the pattern and atmosphere of these concerts have been the same: palms and roses on the stage, Mr. Bagby in his immaculate morning-coat and white-edged vest, ushering in the famous prima-donna, the prodigy pianist, the baritone of the day; and the very elegant audience.

At preceding Musicales this year, Mr. Bagby had such famous artists as Miss Lucrezia Bori, Madame Kocova, Mr. Beveridge Webster, and Mr. Richard Crooks. The next Mornings—January 13 and 20, at 11 o'clock—promise musical personalities of the same calibre. Mr. Bagby has schooled his audiences to expect the best,

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SHOPS [TO] KNOW

No matter how familiar you may be with the New York shops, you can't possibly know all the good ones. Here are some of the smartest specialty shops to be found. Whether it's a beauty treatment, a particular type of sports dress, a shoe, or a hat—the chances are you'll find it among the shops advertised on these pages. You may write to any of them with entire confidence in their integrity, for they measure up to the same plane of smartness upon which Vogue itself operates.

SOCIETY

BIRTHS

NEW YORK

Everett—On December 8, to Mr. and Mrs. Jay Nelson Everett (Cornelia Prime), a daughter, Nina Margaret Everett.

Fleming—On November 14, to Mr. and Mrs. William W. Fleming (Lily Lambert), a son.

Loening—On November 17, to Mr. and Mrs. Grover C. Loening (Margaret L. Truesdale), of Mill Neck, Long Island, a daughter, Priscilla Loening.

McKim—On November 12, in Long Branch, New Jersey, to Mr. and Mrs. Anthony L. McKim (Mabel Geer), of Rumson, New Jersey, a son.

Moore—On December 3, to Mr. and Mrs. William Randolph Moore (Elma R. Delavan), of New York and Greenwich, Connecticut, a daughter, Marion Rumsey Moore.

Sherwood—On November 16, to Mr. and Mrs. Thorne Sherwood (Nancy D. Chapman), a son, Thorne Sherwood, junior.

Smith—On November 16, to Mr. and Mrs. Crosby Tuttle Smith (Vernon M. Rogers Siems), a son, Crosby Rogers Smith.

Spier—On November 12, to Dr. Lester Carson Byron Spier and Mrs. Spier (Esca Payne), a daughter, Carol Payne Spier.

AKRON

Wilson—On November 9, to Mr. and Mrs. William Wilson (Susan Bowman), a daughter, Susan Virginia Wilson.

BOISE

Burroughs—On November 16, to Mr. and Mrs. Ambrose Hammet Burroughs, second (Bertha Bunn), a son, Ambrose Hammet Burroughs, third.

BOSTON

Morris—On November 5, to Mr. and Mrs. Edward W. Morris (Ruth Gibson), of Bethlehem, Pennsylvania, a son.

CHICAGO

Bingham—On November 23, to Mr. and Mrs. Millard Fillmore Bingham, third (Gladys Janice Swinford), a daughter, Deborah Gay Bingham.

CINCINNATI

Minor—On November 1, to Mr. and Mrs. James Ramsey Minor, second (Harriet J. Keller), a son, James Ramsey Minor, third.

ELIZABETH

Duncan—On November 7, to Mr. and Mrs. James Eddy Duncan (Elizabeth Donavin), a daughter, Ann Stuart Duncan.

MONTGOMERY, ALABAMA

Thames—On November 30, to Mr. and Mrs. William K. Thames (Elizabeth Whetstone), a son, William Thames.

NEW HAVEN

Pope—On November 29, to Mr. and Mrs. John Collins Pope (Jeanne M. Warner), a son, Henry Pope.

Rogers—On November 14, to Dr. Philip Rogers and Mrs. Rogers (Anne Fitzpatrick), a son, Philip Rogers, junior.

NEW ORLEANS

Labouisse—On November 16, to Mr. and Mrs. John Priestly Labouisse (Olive May Moore), a daughter, Jeanne Labouisse.

Richardson—On November 18, to Mr. and Mrs. J. Gray Richardson (Isabelle Miller), a daughter, Anne Payne Richardson.

Shober—On November 11, to Mr. and Mrs. John B. Shober (Beatrice Moulton), a daughter, Cintra Pemberton Shober.

PHILADELPHIA

Kelsey—On December 1, in New York, to Mr. and Mrs. Charles C. Kelsey (Dorothy Bugbee), of York, Pennsylvania, a son, Charles Cashman Kelsey, junior.

Rosengarten—On November 17, to Mr. and Mrs. Albert H. Rosengarten (Eva Khayatt), of Philadelphia, Pennsylvania, and New York, a son.

SAN ANTONIO

Kuntz—On November 22, to Mr. and Mrs. Peter Kuntz (Jean Goggan), a son, Peter Kuntz, fourth.

Milburn—On November 20, to Dr. Kennedy Abbott Milburn and Mrs. Milburn (Anne Lewis), a son, Kennedy Abbott Milburn, junior.

TAMPA

Blank—On November 27, to Mr. and Mrs. Leslie H. Blank (Daisy Paul), a son, Leslie H. Blank, junior.

TULSA

Berkey—On November 20, to Mr. and Mrs. Howard Berkey (Dorothy Chapman), a daughter, Beverly Ann Berkey.

BIRTHS

Lawrence—On November 21, to Mr. and Mrs. Henry Morgan Lawrence (Louise Bartlett), a daughter, Susan Bartlett Lawrence.

WINSTON-SALEM

Irvin—On November 29, to Mr. and Mrs. George Lee Irvin, junior (Virginia Lasater), a son, Edward Lasater Irvin.

Ruffin—On December 9, to Mr. and Mrs. Thomas Ruffin (Ida Galloway), a son, Robert Galloway Ruffin.

ENGAGEMENTS

NEW YORK

Adams-Reynolds—Miss Margaret Adams, daughter of Mr. and Mrs. Ellis Adams, of West Orange, New Jersey, to Mr. James E. Reynolds, son of the late Frederic C. Reynolds and Mrs. Reynolds, of "Linden Lodge," West Orange.

Bigelow-Parsons—Miss Louise Bigelow, daughter of Mr. and Mrs. Bushnell Bigelow, of New York and Sharon, Connecticut, to Mr. William Parsons, son of the late Robert William Parsons and Mrs. Parsons, of Kennebunk, Maine, and Summerville, South Carolina.

Blair-Lorillard—Miss Natica Blair, daughter of Mr. and Mrs. J. Insley Blair, of New York and Tuxedo Park, New York, to Mr. Screven Lorillard, son of the late Mr. and Mrs. Ernest E. Lorillard.

Draper-Jay—Miss Diana Draper, daughter of Mrs. Tuckerman Draper and Dr. George Draper, to Mr. Nelson Dean Jay, junior, of New York and Paris, France, son of Mr. and Mrs. Nelson Dean Jay, of Paris.

Loudon-Mellen—Miss Constance Loudon, daughter of Mr. and Mrs. Frederic W. Loudon, of New York and Litchfield, Connecticut, to Mr. Sydney L. W. Mellen, son of Mr. and Mrs. Clark Mellen, of New York and London, England.

AKRON

Jones-Knight—Miss Janice Marland Jones, daughter of Mr. and Mrs. Robert R. Jones, to Mr. Maurice A. Knight, junior.

BALTIMORE

Craig-Reese—Miss Gertrude Rasin Craig, daughter of Mr. and Mrs. William Pinkney Craig, to Mr. Addison Harcastle Reese, of Norfolk, Virginia, son of Mrs. Walter R. Mitchell and the late Gordon Lippincott Reese.

Dick-Pitts—Miss Mal Garesche Norris Dick, daughter of Mrs. Edward Raymond Griffith and the late Franklin A. Dick, to Mr. Tilghman Goldsborough Pitts, junior, son of Mr. and Mrs. Tilghman Goldsborough Pitts.

Hoysradt-Hambleton—Miss Caroline Lucinda Hoysradt, daughter of Mr. and Mrs. Warren J. Hoysradt, of Bronxville, New York, to Mr. Thomas Edward Hambleton, of Baltimore, Maryland, son of Mrs. Jerome Hill, of Sewickley, Pennsylvania, and of the late T. Edward Hambleton.

BUFFALO

Whitney-Yates—Miss Martha Woods Whitney, daughter of Mr. and Mrs. Albert Wurts Whitney, of White Plains, New York, to Mr. Robert Langdon Yates, son of Mr. and Mrs. Harry Yates, of Buffalo, New York.

CHICAGO

Lytton-Sheppard—Miss Rosemary Lytton, of Chicago, Illinois, daughter of the late George Lytton and Mrs. Lytton, and Lieutenant L. Charles Sutton Sheppard, of the Royal Navy.

FALL RIVER

Waring-Moran—Miss Mary Hooper Waring, daughter of Mr. and Mrs. George Henry Waring, of Tiverton, Rhode Island, to Mr. Thomas Smith Moran, son of Mr. and Mrs. John W. Moran.

PHILADELPHIA

Longcope-Weyer—Miss Wilhelmina Longcope, daughter of Mr. and Mrs. Thomas M. Longcope, junior, of New York and "Shadylawn Farm," Buckingham, Pennsylvania, to Mr. Elliott Ross Weyer, of New York, son of Mr. and Mrs. Edward M. Weyer, of Washington, Pennsylvania.

READING

Parker-Spangler—Miss Frances Elizabeth Parker, daughter of Mr. and Mrs. James Heber Parker, of Wyomissing, Pennsylvania, to Dr. Clair Grove Spangler, son of Mr. and Mrs. N. E. Spangler, of Lewisburg, Pennsylvania.

SAN FRANCISCO

Lee-Gerstle—Mrs. Annabelle Tobert Lee to Mr. Mark L. Gerstle, junior.

SOCIETY

WEDDINGS

NEW YORK

Henry-French—On November 8, in Rye, New York, Mr. William H. Henry, of Chicago, Illinois, son of Mrs. Clifford O. Hoagland, of Chicago, and of Mr. James Russell Henry, of West Virginia, and Miss Joan Congdon French, daughter of Mrs. Eugene H. de Bronkhart and the late Herbert E. French.

Lissberger-Messmore—On November 14, Mr. Edmund Lissberger, son of the late Mr. and Mrs. Lazarus Lissberger, and Miss Mary Messmore, daughter of Mrs. Clara J. Klorboe and Mr. Carman H. Messmore.

Prince-Higginson—On November 13, in Far Hills, New Jersey, Mr. Frederick H. Prince, junior, of New York and Boston, Massachusetts, son of Mr. and Mrs. Frederick H. Prince, and Mrs. James J. Higginson, daughter of Mr. and Mrs. Clarence Blair Mitchell, of New York.

Sheriff-Knowles—On November 14, in the Madison Avenue Presbyterian Church, Mr. Rothwell Mitchell Sheriff, of New York, son of the late Mr. and Mrs. Andrew R. Sheriff, and Mrs. Mary Emily Bailey Knowles, daughter of Mr. and Mrs. James B. Bailey, of Ambler, Pennsylvania.

Traylor-Dodge—On November 9, in St. Peter's Church, Essex Fells, New Jersey, Mr. Benjamin A. Traylor, of High Point, North Carolina, son of Mrs. F. M. Hickey, of Washington, D. C., and of the late Benjamin A. Traylor, and Miss Dorothy Dodge, daughter of the late Guy Phelps Dodge and Mrs. Dodge, of Essex Fells.

Wallen-Townsend—On December 29, in Christ Church, Greenwich, Connecticut, Mr. George Gunther Wallen, son of Mrs. Alfred Brosseau, and Miss Anne Trowbridge Townsend, daughter of Mr. and Mrs. George Henry Townsend, of "Horse Island," Greenwich.

Wilson-Van Rensselaer—On November 7, in the chantry of Grace Church, Mr. Arnold Jordan Wilson, son of the late George Wilson and Mrs. Wilson, of La Salle, Illinois, and Miss Marianne Van Rensselaer, daughter of Mrs. Edgar Sands de Wolfe and Mr. Stephen Van Rensselaer.

AKRON

Lemon-Paige—On November 16, Mr. William Dudley Lemon and Miss Ellen Lewis King Paige, daughter of Mrs. David King Paige.

BALTIMORE

Graham-Brooke—On November 14, in the Protestant Episcopal Church of the Redeemer, Baltimore, Maryland, Dr. William Henry Graham, of London, England, son of Dr. John Graham and Mrs. Graham, of Orton, Westmoreland, England, and Miss Helen Caroline L. Brooke, daughter of the late William Shropshire Brooke and Mrs. Brooke.

BOSTON

Gibson-Bucklin—On December 7, in the Central Congregational Church, Providence, Rhode Island, Mr. Kirkland Hopkins Gibson, son of Mrs. Kirkland H. Gibson, of Chestnut Hill, Massachusetts, and Miss Jane Bucklin, daughter of Mr. and Mrs. Harris H. Bucklin.

DAYTON

Escher-Hubler—On November 5, in Dayton, Ohio, Mr. John Gleason Escher, of New York, son of Mr. and Mrs. Franklin Escher, of Englewood, New Jersey, and Miss Sarah Anne Hubler, daughter of Colonel Robert Louis Hubler and Mrs. Hubler, of Dayton.

HOUSTON

Cronin-Heyck—On November 6, Dr. Thomas Dillon Cronin, son of Dr. P. H. Cronin and Mrs. Cronin, and Miss Anne Catherine Heyck, daughter of Mrs. Theodore Heyck.

Michaux-Hazlip—On November 7, Mr. Frank Watkins Michaux, junior, son of Mr. and Mrs. Frank Watkins Michaux, and Miss Retta L. Hazlip, daughter of Mr. John Kirkland Hazlip, of Greenville, Mississippi.

LOUISVILLE

McNeal-Aley—On November 20, Mr. Charles Edwards McNeal, son of the late Mr. and Mrs. Charles McNeal, and Miss Jane Aley, daughter of Mr. Charles Richard Aley.

MEMPHIS

Hudson-Alban—On December 1, Mr. Francis C. Hudson and Miss Marjorie Alban, daughter of Mrs. T. O. Vinton.

NEWARK

Gibson-Hodge—On November 12, in Newark, New Jersey, Mr. James Relchard Gibson, son of Mr. and Mrs. Robert Vincent Gibson, and Miss Dorothy Elizabeth Hodge, daughter of Mrs. Frederick Edwin Hodge.

WEDDINGS

OKLAHOMA CITY

Frates-Rodman—On November 15, Mr. Clifford L. Frates and Miss Mex Rodman, daughter of Mr. and Mrs. William J. Rodman.

Russell-Russell—On November 12, Mr. James Hobart Russell, of Tererra, New Mexico, and Miss Janie Russell, daughter of Mr. and Mrs. Millard H. Russell.

Wilson-Sullivan—On November 4, Mr. Robert Lee Wilson, of Vernon, Texas, and Miss Mary Jo Sullivan, daughter of Dr. Ernest Sullivan and Mrs. Sullivan.

PHILADELPHIA

Coulter-Bland—On January 11, in Bala, Pennsylvania, Mr. J. Hamilton Coulter, son of the late Mr. and Mrs. David Coulter, of Westfield, New Jersey, and Miss Helen B. Bland, daughter of Dr. Pascal Brooke Bland and Mrs. Bland, of Bala.

Van Dusen-Whelen—On November 8, in St. Asaph's Church, Bala, Pennsylvania, Mr. Lewis Harlow Van Dusen, junior, son of Mr. and Mrs. Lewis Harlow Van Dusen, of Overbrook, Pennsylvania, and Miss Maria Pepper Whelen, daughter of the late T. Duncan Whelen and Mrs. Whelen, of Overbrook.

PITTSFIELD

Pell-Weston—On December 28, in Grace Episcopal Church, Dalton, Massachusetts, Mr. Stuyvesant Morris Pell, of Lenox, Massachusetts, son of Mr. and Mrs. Francis Livingston Pell, and Miss Katharine Louise Weston, daughter of Mrs. Phillip Weston, of Pittsfield, Massachusetts.

READING

Muhlenberg-Impink—On November 30, Mr. Charles Rick Muhlenberg, son of the late Frederick H. Muhlenberg and Mrs. Muhlenberg, and Miss Ruth Rehr Impink, daughter of Mr. and Mrs. Irvin F. Impink, of "The Elm," Reading, Pennsylvania.

Yost-Strunk—On November 23, Mr. Francis Yost, son of Mr. and Mrs. Harry N. Yost, and Miss Elizabeth Strunk, daughter of the late Arthur M. Strunk and Mrs. Strunk.

SAINT LOUIS

Culver-Metcalf—On November 2, in Saint Peter's Episcopal Church, Mr. Bertram Beach Culver, junior, son of Mr. and Mrs. Bertram Beach Culver, and Miss Jane Marshall Metcalf, daughter of the late David Douglas Metcalf and Mrs. Metcalf.

Rumsey-Andrews—On November 16, in the Little Church Around the Corner, New York, Mr. Lee M. Rumsey, junior, and Miss Harriette W. Andrews, daughter of Mrs. Austin W. Andrews, of New York.

SAN DIEGO

Brannon-Grant—On December 7, Lieutenant Horace Rupert Brannon, son of the late Richard A. Brannon and Mrs. Brannon, of Headland, Alabama, and Miss Sarah Allis Grant, daughter of Dr. Joseph A. Grant and Mrs. Grant, of San Diego, California.

SAN FRANCISCO

Foster-Bancroft—On November 7, in San Francisco, California, Mr. Blair Foster and Mrs. Rita Manning Bancroft, of New York and San Francisco, daughter of Mr. and Mrs. Daniel Manning.

WASHINGTON, D. C.

Dunlop-Hall—On November 23, in Saint Thomas Church, Mr. William Laird Dunlop, third, son of Mr. and Mrs. William Laird Dunlop, and Miss Ann Byrd Hall, daughter of Mr. and Mrs. Marshall Carter Hall.

Grover-Thomas—On November 8, Mr. Wayne C. Grover, of Utah, and Miss Esther Thomas, daughter of Senator Elbert D. Thomas and Mrs. Thomas, of Utah.

Renchard-Fleming—On December 7, Mr. William S. Renchard, son of Mr. and Mrs. John A. Renchard, of Trenton, New Jersey, and Miss Alice Marie Fleming, daughter of Mr. and Mrs. Robert V. Fleming, of Washington, D. C.

Rodriguez-Talman—On November 8, in St. Matthew's Church, Washington, D. C., Señor Don Mario Rodriguez, son of Mrs. Adela Altamirano de Rodriguez, of Santiago, and Miss Marjorie Talman, daughter of Mr. and Mrs. Charles Fitzhugh Talman.

Sweeney-Rodgers—On November 14, in the chapel of Saint Joseph of Armata in the Washington Cathedral, Mr. John F. Sweeney, son of Mr. and Mrs. Thomas Bell Sweeney, and Miss Alicia Meyer Rodgers, daughter of Mrs. Phillip Owen Coffin and Captain Christopher R. P. Rodgers, U. S. N.

B. WEINSTEIN

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Martha West

MADISON AVENUE at 49th
MADISON AVENUE at 69th
PALM BEACH, FLORIDA

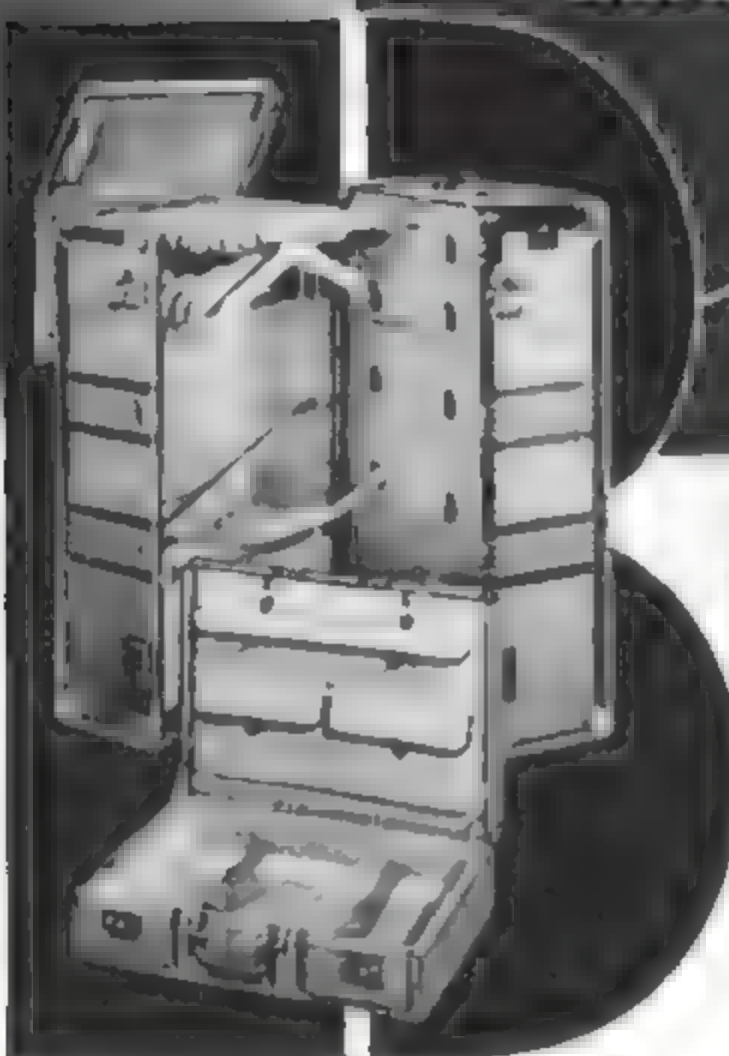
Martha West in California at Koss Bros. in St. Louis at Famous Barr Co.



SUNSHINE FASHIONS

RIGHT here we might show you today's best guesses in 1936 southern wear. But at Burdine's Miami store and Burdine's-Lincoln Road (America's new sensation in resort shops!) you will see the authentic modes for Florida as they develop during the season. You will choose resortwear of final-minute rightness as you need it, achieving a wardrobe minus disappointments. For Sunshine Fashions, exclusively Burdine's, are always the last word . . . FIRST!

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BURDINE'S MIAMI
 & BURDINE'S-LINCOLN ROAD
 MIAMI BEACH

VOGUE

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IS PUBLISHED TWICE A MONTH

JANUARY 15, 1936

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STRANGE NEW COLOURS, OFF MOURGUE'S PALETTE AND ONTO THE COVER OF THIS ISSUE, TO GIVE YOU A TANGIBLE IDEA OF THE EXCITEMENT AND SUBTLETY OF COLOUR UNIONS FOR SPRING. MAGGY ROUFF MADE THE VIOLET JACKET; CLAPPED IT ON OVER HER DUBONNET-RED SKIRT AND SCARF, RIBBED SILK STOCKINGS IN THE SAME HEADY SHADE, FROM CORNUEL. AND FOR THE MARY STUART HAT, MARIA GUY USED VIOLET FELT, POINTED AND PROPHETIC (DOBBS)

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THERE ARE THREE VOGUES, AMERICAN, FRENCH, AND BRITISH
ELIZABETH W. PENROSE-EDITOR OF BRITISH VOGUE-MICHEL DE BRUNHOFF-EDITOR OF FRENCH VOGUE
EDNA WOOLMAN CHASE-EDITOR-IN-CHIEF OF THE THREE VOGUES

Love at

FIRST SIP

THE time is mealtime. The place is immaterial and the principal character is in search of a good dinner.

It is a setting fraught with palate-stirring interest. The soup is by the House of Heinz, makers of the famous 57 Varieties.

There is drama and romance; there is real epicurean thrill in that first encounter. Intrigued by just such smooth savor as one finds—shall I say—in Heinz cream of mushroom soup, many a person has formed an attachment that has proved more heart-warming than friendship, more satisfying than adventure and far more permanent than romance.

Probably there are few things in life so satisfying as a fine soup, a soup made as the Heinz Delectable Twenty are all made—according to the principles set down by that swashbuckling gourmet Dumas père who said that the slow hours of gentle simmering “makes a soup smile.”

Not even the great Dumas himself could have concocted soups for his fellow-littérateurs with more tender watchfulness, or more studied subtlety than they are blended and cooked from treasured home recipes by the master chefs of the House of Heinz—who respectfully submit for your delight twenty excellent soups.

Each one of the Heinz soups is a special creation—quite unlike ordinary “canned” soups. Each is fully prepared ready for the table—not condensed. You need add no water and as for milk or cream—well, the cream used in Heinz soups is “so thick a spoon stands up in it”—as Pennsylvania Dutch farmers say.

Among them are Heinz cream of mushroom soup—made of choice, tender mushrooms pan-browned in yellow butter and combined with heavy cream; Heinz amber-colored consommé Madrilène, a formal soup done with distinction, and Heinz magnificent mock turtle soup made in the aristocratic Kentucky tradition—of several kinds of meat, chopped eggs and aromatic herbs, and “laced” with fine sherry.

**A dramatic
presentation by
Josephine Gibson**



VOGUE'S-EYE VIEW OF THE MODE

Art and fashion are a mutual admiration society; and one of the greatest impetuses to the imagination of couturiers is the painting of past masters. At the very word exposition, the modistes prick up their ears; and at the sight of one, they whip out their scissors and reproduce the fashion-quirks of three hundred years back. At the Orangerie, you can see a Flemish lady in a high bonnet portrayed by Memling; page 47 shows you what her modern imitator looks like. On the same page, you can see what has happened to the cardinal's red pie-pan felt; and to the slightly gnomish head-dress of the Chinese figurine. The Chinese Exhibition in London has brought about an epidemic of Chinese hats: everything from the coolie to polished head-dresses of the Ming dynasty. Such is the power of the brush—and past modistes!



Not only fashion is in debt to the painter's work. Photographers look to it, ape it, parallel it. Twenty years ago a photographer's ambition was to make a landscape look like a dim Corot painting. Ten and fifteen years ago men like Man Ray, Outerbridge, and Sheeler modelled their photographs on the abstract arrangements of Cubism. Of late, Surrealism has gripped the lens. If you are startled by the photographs on pages 42 and 43 look at this Dali painting on the left, from the Julien Levy Gallery: it is typical of that school of painting that tries to put the atmosphere of dreams on canvas—that sense of the solitary human lost in space, wrapped in infinity. On page 42 the photographer has tried to achieve the same effect with lights and a living figure, which he has completely isolated. Beyond that, no dire symbolism!





You can see her zooming across the sky, the wings of her plane silhouetted in sunlight . . . or white in the beam of a beacon-light. . . . You can see her swoop to a perfect three-point landing and climb out of the cockpit in a matter-of-fact sort of way, pulling off her helmet, and hitching her tweed skirt straight. . . . You can see her deep in discussion with her mechanic, talking busily about oil gauges, ailerons, and other mysteries. . . .

And it still gives you a little shock of surprise. "Why, it's a girl!" you say, and it startles you.

Look back a little. Do you remember, not so long ago, that sentence that you used to read in novels: "She drove her own car, a powerful rakish thing of gleaming paint and metal"? Do you remember the picture it called up of a girl who was emancipated, utterly modern, even a little daring? She was the girl of to-morrow, and to-day was just barely catching up with her—because actually she drove her own car! She didn't swathe herself in motoring veils and ride in the back seat with her mother. She could change a tire if she had to. She was Modern.

The daughters of this generation of air-loving women will be able to look back to precisely the same phraseology. Articles like this one will never be written about them, because in a few years it will no longer seem remarkable when a girl descends out of the ether in a frightening flying-machine.

We are beginning to realize that flying is no longer limited to the adventurous few. Flying belongs to the twentieth century and every one in it. It belongs as much to the little secretary who saves up her salary for lessons as to the girl who owns her own plane (and whose approving father gives her a landing-field for a birthday present). It belongs to débutantes who fly to a party and jump out of their ships

Opposite, Mrs. James P. Mills
in her own Waco cabin plane

in shining gold slippers at the Aviation Country Club. It belongs to the Chinese girl who ran an elevator in a Western shop for months, so that she could learn to fly and take her knowledge back to Chinese women at home. It belongs to more and more women every day.

Let's suppose you are one of the women who want to fly, who adore the idea of taking to the air; but you don't know how to go about it. You don't know where to start, how long it takes to learn, or even the cost involved.

In the first place, you enrol at the Curtis or Roosevelt Aviation School, or, in other parts of the country, the best Aviation School you can find. The whole cost, including the rental of your plane and your pilot's licence will be about \$700, possibly less for the fifty hours of flying necessary to obtain a private licence—unless, of course, you rush out in a wild burst of enthusiasm and buy your own plane, which will cost anywhere from \$4000 to \$8000.

If this urge to own a plane should attack you, you can find agencies at the flying-fields for all the most popular makes of planes—for instance, Waco, Stinson, Fairchild, Beechcraft, Bellanca, etc. And while we're on the subject of expense, we have gotten a general estimate of what it costs to fly a plane *after* you've learned and providing, of course, that you have already bought the plane. Including fuel, labour, insurance, storage, and depreciation, it costs approximately \$10 an hour to fly an average plane.



MRS. JOSEPH BROOKS AND HER BELLANCA

LOHSE



NELSON

THE DU PONT'S' OWN AIR STATION



MRS. RICHARD DU PONT AND HER SILVER GLIDER

Learning to fly is both a stimulating and a nerve-racking business. To begin with, not only do you fly, but you go to ground school, where you study things like engines, aerodynamics, navigation, meteorology, and—of all things—traffic regulations. And besides that, there are flights with your instructor—flights that bring out the best and the worst in you.

It takes you, if you are an average beginner, about ten flights with an instructor before you can solo—and during them you are equipped with ear-phones, but your instructor is not. Consequently, when he makes remarks on your mental capacities there is nothing for you to do but listen. If he puts you into a spin with instructions to pull the plane out, and your mind suddenly becomes a blank (which it is nearly certain to do the first time this happens to you)—if you forget that you must neutralize the controls—if you forget everything except that it was (Continued on page 98)



NELSON



FIGUET DRESS (IMPORTED BY JAY-THORPE)

ANDRÉ DURST



- Rope, hurtling out of oblivion, surrealist-fashion; spring-coiling over Schiaparelli's purple satin dress: incredibly straight and clenched with a metal slide
- Schiaparelli's friar cape of hunter-green ottoman, corded at neck and throat
- Sand-shadow, opposite: pale yellow crêpe, draped by Piguet into a dress of haunting beauty. Caught over the arm, a scarf that streams from one shoulder



SAILOR

• **SAILOR:** Drafted from the Queen's navee—Agnès's impudent sailor of white patent leather. A blue chin-band anchors it fast—blow, wind, blow. (Bergdorf Goodman imported it.) Lelong's tailleur of blue wool

• **HIGHLANDER:** A true Scottish story. Marie-Alphonsine's white straw bonnet with crossed sword feathers and brown ribbons flipping behind (Milgrim). Piguet's wool-and-piqué suit

• **SLOUCH:** Mannish unconcern in its pinched crown, soft brim, brown leather hatband. It's Descat's brick suède felt (Bendel). Robert Piguet's woollen suit

• **COACHMAN:** The whip-cracking dash of a postilion in this Talbot hat of blue taffeta with silver stitching and red ciré bows (Saks-Fifth Avenue). Piguet's suit of grey wool



HIGHLANDER

WOMEN AFTER MEN



SLOUCH

COACHMAN

LANDSHOFF

CHINESE



MING



MANCHU

FLEMISH



LANDSHOFF

FLEMISH



COOLIE



CARDINAL

- MING: Straight from a Ming figurine's polished head—Agnès' black satin hat (Bergdorf Goodman importation). Francevramant's dress and Herz jewels
- MANCHU: Another swipe from the Chinese show—Maria Guy's hat of green linen-like straw (Hattie Carnegie). Alix suit
- COOLIE: Mongolian slant in Suzy's beret (Bendel). Maggy Rouff dress; Boinet earrings
- CARDINAL: The august cardinal of the Flemish exposition is back of this hat by Marie-Alphonsine—red felt, cord, tassels, et al (copied by Dunlap for Best). Alix brown wool suit
- FLEMISH: Memling's portrait come to life in Louise Bourbon's bonnet of black felt and straw; blue veil (Saks-Fifth Avenue)



hat talk

- On they come—the new spring hats. And no two alike. At least, the future holds no monotony. Stove-pipes alongside shallow crowns. Bare foreheads next to shaded. Brims and bonnets. Pie-pan, pirate, and priest hats. Even those three hats above are totally dissimilar. The first—a peasant bonnet that Maria Guy took from the Flemish exposition. Second, a sixteenth-century coachman's hat, Talbot's felt stove-pipe crown, broad brim, frivolous pearl grapes—all perfect with the Piguet dress. Third, another sixteenth-century gentleman's hat—Mado's felt bowler, high in back, dipped in front—an angle you'll see more of.

- All this sixteenth-century dash springs from that play "Margot"—now running in Paris. A few nights after its opening, we counted at Maxim's alone eight "Margot" hats. If not like the Queen's own, like her brother's, Henry III., or the gentleman of the period—any one from dandy to coachman. Suzy is aping exactly the hats of Henry III.—with a rolled brim, puffing shallow crown, and a fan-shaped feather in front. More than that, she is lifting fluted grosgrain ruffs from necks and using them for brims. And nice brims they make, too. And Maria Guy is turning out heart-shaped hats such as Mary Stuart wore at that time.

- Paris, with its Flemish exhibition, has brought out a scattering of peasant bonnets, praying *donateur* hats, and cardinal saucers such as Memling painted. And London, with its Chinese show, an epidemic of Chinese hats. But Chinese, in the current idiom, means not only coolie and pirate hats, but hats following the outline of the fantastic head-dresses of Ming figures and the haughty coiffures of geisha girls. You see what we mean on pages 46 and 47—the Agnès hat, with its squared top, for all the world like the coiffure of an ancient Chinese warrior who dressed his hair over a block. Even the polish of these heads is duplicated with lacquered straws and ciré braids. (Continued on page 102)

miriam hopkins Opposite:
her blond buoyance held in check
for the moment, acts the spirit of
serenity in an organza gown, destined
for Southern nights. Ombré satin ribbon
underscores the bodice and
loops down the back over the skirt
fulness. From Bonwit Teller; I.
Magnin; and Blum's Vogue. With it,
a gold-and-topaz bracelet; Olga Tritt



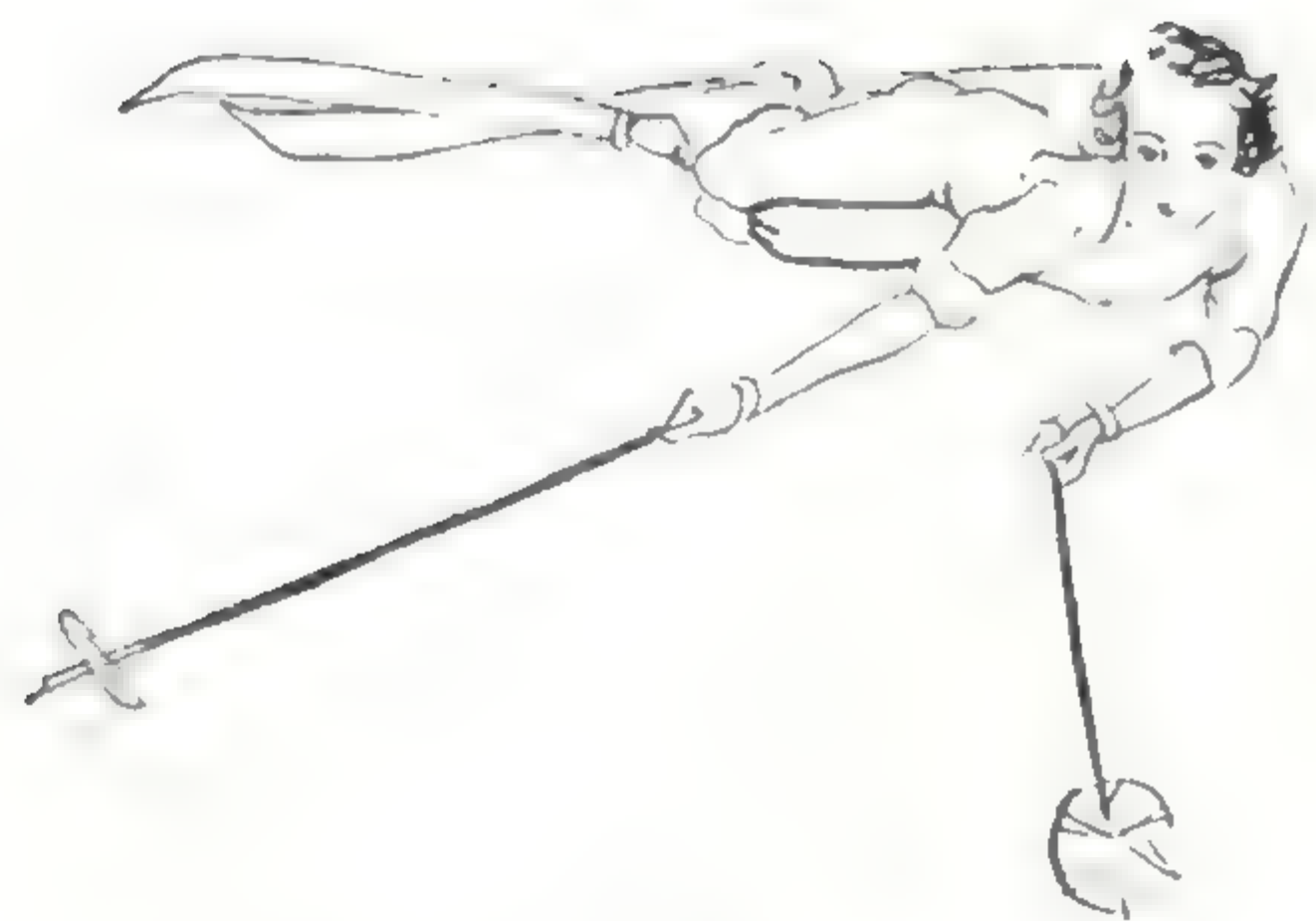
HORST





rim piqué; fluent chiffon—both of them carry the South. Above: piqué is striped like a candy-cane, starched stiff as your childhood pinafores, and thoroughly sophisticated. Over the full-fledged evening dress, a brief-sleeved jacket ties on with a pair of sentimental little bow-knots, to turn you out in a dinner-suit at a moment's notice. You'll find this costume at Saks-Fifth Avenue, in New York and Chicago.

(Opposite page) No need to tell you of the eternal enchantment of chiffon for balmy nights. There's nothing quite so ethereally lovely. In this dress, it's like wraiths of sunset clouds. Swaying, flying pleats of chiffon sift to the ground and over the shoulders in a scarf yards long. And clumped at the base of the décolletage, an armful of violets; Bergdorf Goodman



LOOK BEFORE YOU LEAP





ALL the little white people on the brown strip are doing ski exercises. And whatever may be your ski standing—complete amateur, dashing figure of experience, or as oblivious to the charms of skiing as the South Sea Islanders—these exercises are for you, anyway. Vogue has always been an enthusiastic skiing supporter, and as early as 1924 we went into print with a Guide to Chic for Skiing that stands up pretty well even in this year of 1936. And here we are working concretely towards your ease and skill.

In Paris, experts have come down from the Tyrol for years to give exercise to ardent skiers before they depart for snowy climes, to avoid that muscle-bound agony that pursues even the experienced for the first day or so. People who don't ever intend to ski find the exercises superb for stretching and limbering, and they are heaven-sent manna to the novice to give preliminary muscular sureness and balance.

We got these exercises from Sig Buchmayr, and they constitute the first part of all the lessons that this maestro gives at Saks-Fifth Avenue, on their now-famous borax slide.

"Sig" is very serious about the wisdom of all this as preliminary to active skiing, and he keeps you at his exercises pretty sternly when you learn from him. We caught him for posterity in one of his firm moments (on page 38), where you will also find instructions for doing the exercises shown on these pages. (Continued on page 38)



double rôles

They play double rôles, these Designs for Dressmaking, because they have dual personalities. Every one of them can be changed entirely by the addition—or subtraction—of a jacket or a coat, as in the ensemble below, or the suits with their own blouses, right.



7254



S-3865

417

Ensemble No. 7254 begins with a one-piece frock with a box-pleated front panel and three-quarters length sleeves. Notice, by the way, the fulness in the sleeve tops and the detachable collar and cuffs. If you should be going South, this in silk linen would be perfect. For the North and early spring, try plaid silk.

The change takes place when you slip on the redingote coat. The deep vent in the back of the coat is especially smart. Designed for sizes 14 to 42.

Above, at the top of the page, are two little suits, each with its own blouse. Each is equally well fitted for warmer climes, or to wear under a top-coat here in the North. And don't forget the many uses of a separate blouse.

Suit No. S-3865 is a trim little affair, with pleats and broad lapels—both important this spring. The blouse is rather like a waistcoat, with a narrow upstanding collar. Designed for sizes 12 to 20 or 30 to 38.

Suit No. 417 has four pockets in its front panel and four more pockets in its double-breasted blouse, with its double row of buttons. The skirt is pleated both in front and in back, and is stitched to the knees. Designed for sizes 12 to 40.



416

Ensemble No. 416 makes you think of spring afternoons—even if you wear it now, in January. The one-piece frock has a scarf that is in one with the blouse, and the short fitted jacket has wide revers and a yoke.

Here is a chance for charming colour combinations in the dress, scarf, and accessories. You might even make the frock in one colour and the jacket and scarf in another. Designed for sizes 12 to 40.

Ensemble No. S-3866 is another one-piece frock and jacket—this time with a bit more formality, a bit less tailoring.

The frock is fitted by darts that are placed above and below the braided girdle.

The circular collar is tremendously becoming, and the slit sleeves add a note of gaiety that makes this frock charmingly at home at cocktail parties.



S-3866

Try the frock in black sheer crêpe. The short fitted jacket is collarless and may have long sleeves instead of the short ones sketched.

In a brilliantly contrasting colour—as, for example, bright blue—it is smart and wel-

come in these drab days of late winter. The same frock is just as chic and practical made in pastel colours for the South, perhaps the dress of silk crêpe and the jacket of light-weight woollen.

This ensemble is designed for sizes 12 to 42.

Ensemble No. 420 is the sort of frock and jacket that is so useful you could build a whole wardrobe around it. The pleated skirt has pin tucks in the centre of each box pleat, giving the effect of a seam. The blouse is charmingly draped, and the jacket is pleated across the back. Designed for sizes 14 to 42.

(Back views of these ensembles and suits are on page 92)



420

designs for dressmaking



MARGARET RAWLINGS, THE ENGLISH ACTRESS WHO IMBUES "PARNELL" WITH ITS CHIEF GLAMOUR

ROSEWOOD PIANO FROM STEINWAY

VOGUE'S SPOT-LIGHT



ADRIANNE ALLEN, COLIN KEITH-JOHNSTON

Americans like to laugh. Americans love gags. Out of this love has risen the American Comedy Hit. Since "Boy Meets Girl" is the latest and best example, think of that as you read on. That, or "Three Men on a Horse," or "Personal Appearance," or "Sailor Beware!," or "She Loves Me Not," if you can remember back that far. These are the plays that run for years. These are the box-office bonanzas that grow the paunches of complacency on Angels. These are the saviours of fashionable dinner-parties.

The greatest of these American comedy hits have one thing in common. Their laughter springs neither from heart nor wit. It springs from incongruities of situation and from gags. Gags, in fact, are the verbal excrescences on these cockeyed situations. The basis of our national humour is implausibility: workmen in manholes talking about Proust; a suspected murderess sleeping in the dormitory of a man's college; scenarists telephoning the Ritz bar in Paris from a patient's room in a Hollywood hospital. American comedy thrives on a world of amiable and heartless insanity.

We like this insanity. We laugh at it loudly. We relished the hundred and one gags in "Boy Meets Girl." But our laughter was as heartless, and therefore as cold, as the comic strip that excited it. We left the theatre conscious of having laughed at an expert lunatic concoction, but somehow empty. And we could not possibly tell you now what the plot was about. This holds for all similar farce-comedies.

It does not hold, for instance, for "Pride and Prejudice" (whose leading couple you see above in an unwontedly tender mood). Jane Austen, via Helen Jerome, has not only a highly literate wit, but warm humanity. What was funny then (Continued on page 92)

BY MARYA MANNES



BEST; MARSHALL FIELD

TONI FRISSELL

- For Aiken's clapping hoofs and creaking wheels . . . or for in-between seasons up North . . . the checked suit above, of Forstmann's beige-and-brown wool, is a standby you'll wear year after year

- Right: The cape has a brick-red exterior like the tweed jacket, and a green-and-brick plaid interior like the skirt

- In the centre of an admiring throng of baby beagles, a two-piece knitted dress of Franklin fabric in artichoke-green

- Opposite page: A pale pink tweed suit to take to South Carolina, White Sulphur, Del Monte, any mid-warm point. The jacket is a new length

- Far right: Skirt and seven-eighths coat of salmon-pink and dark blue plaid; salmon-pink cashmere sweater; Tweed Shop



TWEED SHOP



MRS. FRANKLIN, INC.

MID-SOUTH



FORTNUM AND MASON, NEW YORK AND AIKEN

TWEED SHOP





• Spanish school of suits to wear now with coats, later without. Bull-fighter's fringed shoulders on blue wool; Rose Amado; Neiman-Marcus
 • Boleros are having a fling. This, of Forstmann's sheer blue wool, flips over a swathed blouse and pleated skirt; Best; Marshall Field



- It makes an Americana's waist small as Belmonte's, this black wool bolero and print blouse; Bonwit Teller; Martha Weathered; I. Magnin
- A Spanish grandee's piqué frill and shoe lacings on the bolero of a black wool suit; Hattie Carnegie; Martha Weathered; I. Magnin

SPRING AHEAD



SCHIAPARELLI DRESS AND TALBOT HAT (BERGDORF GOODMAN)

HORST



DRESS AND HAT FROM BENDEL

- Spike your winter-weary wardrobe! Try the black felt bonnet above, showered with red and pink anemones, and the black crêpe dress that flashes white at throat and wrists. Added lift: Olga Tritt's jade bracelet. Décor; Lavezzo
- Opposite: coax spring with Schiaparelli's print-bibbed dress of black crêpe; Talbot's piqué or felt sailor. Famiglietti's ebony clip; Bergdorf Goodman

UNDER YOUR COAT



- What does it matter if the snow flies and spring seems a year away? Slip off your coat—your dress can hint of spring right now. Suppose you've given yourself the Persian lamb coat from Revillon that you see in the photograph. Its new short length and coolie lines will take you into the first melting March days. (The Chinese hat from Lilly Daché is made of black fabric, lacquered and sleek.)
- (Right) You might wear, under the coat, this sand coloured crêpe dress, with a panel and flanges of sharp black. It's from Russeks
- (Far right) The navy-blue frock of sheer wool belongs under a mink coat. Piqué collar and lacings. From Town and Travel Wear

- (First below) Under almost any kind of fur or cloth coat this grey crêpe dress will be refreshing. Small tucks in the bodice and shoulder become generous pleats everywhere else; Gervais
- (Second) Black silk jersey is one of the darlings of the season, and short sleeves will bring the first robin nearer; from B. Weinstein
- (Third) Printed satin—etched white on sleek black—is another good idea. So is the draped neck-line. This frock is from Altman
- (Fourth) Nothing could be fresher than this navy-blue wool dress, full in back and bound with red-and-white piqué. It is from Altman



d. g. walt.

NEWS ITEMS

CECIL BEATON, PARIS



WOMAN SWIPES LABORER'S SHIRT



SKIRT SCHISM SPREADS

Public Duped by Hat

Wireless to New York

Heated arguments as to whether a recent Talbot invention is a hat or a veil have been disturbing Paris. One faction contends it's a veil, as a circle of starched black mesh falls over the eyes. The other maintains it is a hat—as a snitch of blue velvet serves as a crown. Both agree, however, that it is pure unblighted romance. Bendel is bringing it post-haste to New York.

Motorman's Visor Grafted

Madame Rose Descat, of Paris, France, has been awarded high honours for grafting a tram-conductor's visor onto a woman's black felt hat. And Madame Maggy Rouff, a coming patriot, has succeeded in establishing an entente cordiale between a black-and-white silk jacket and a plain black dress. This pact is now in Jay-Thorp's hands.

3-Point Naval Program

h. slowly exit of ti came th the diste all nigh turned on the Sirens Isthmia planes fr above th



PUBLIC DUPED BY HAT

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Woman Swipes Laborer's Shirt

By Vogue's Special Correspondent

An internationally known woman heading for Palm Beach was caught appropriating a laborer's, shirt—dangling shirt tail and all—for a jacket to be worn in broad daylight. Upon questioning, she alleges Schiaparelli incited her. Close inspection reveals the shirt to be of pink shantung taffeta, worn over a white silk dress with a divided skirt. Bergdorf Goodman now have this in custody. The same woman's mica visor on a pink straw hat arrested Minions of chic will be close stay in

SKIRT SCHISM SPREADS

Epidemic of Slide-Fasteners

PALM BEACH, FLA. Reports from Southern resorts show a widespread increase of divided skirts and slide fasteners. In one notable instance, Schiaparelli's blue jersey divided skirt passed for a wrap-around; its top zips down the back to facilitate sunburning and zips down the sleeves to expose the arms. Further data on the case: a foulard sash, bandanna, and big visored blue straw hat. Hattie Carnegie admits to complete possession.

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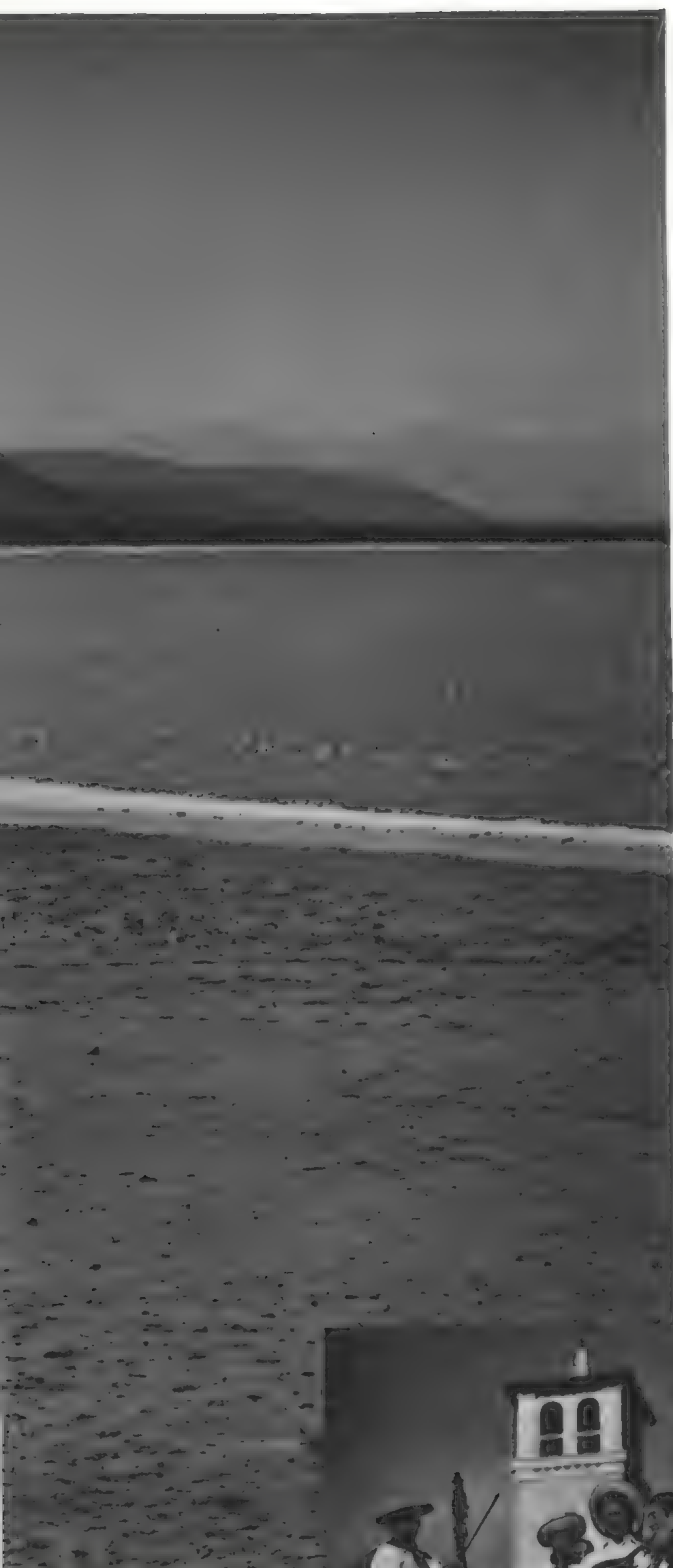
MOTORMAN'S VISOR GRAFTED

Heated arguments as to whether a recent Talbot invention is a hat or



HURRELL

ENSENADA



THE sun streams through the beautiful iron grille in the tall window, onto the bright tile floor. Outside, across the terrace and the white beach, a pelican dives into the Pacific. You stop eating your chicken and mushrooms to watch him.

You don't mind stopping, for a moment. For you are in Ensenada, in Mexico, where nobody thinks of hurrying. The luncheon started with an old Spanish sherry, extra delicious, and tiny cheese canapés. Then there was Italian spaghetti, and after it lobster à la Newburg, and now the chicken, which you thought you didn't want, but are eating. After it, of course, you won't eat another mouthful.

Through the door from the main dining-room, the orchestra files into the gay little room where you are lunching. The ten young Mexicans wear baggy white trousers, white shirts, wide red sashes, big Mexican hats, and braided thong sandals. You must have sandals like that next summer, you think, to wear on the beach. The players are singing—

"With the bones of my mother-in-law

I will build a ladder up to the room of my sweetheart."

"Ha-ha," one Mexican laughs, throwing back his head, his white teeth flashing.

You discover that you are helping yourself generously to cold meats and cheeses and that a delectable green salad has been served you. You have been lunching for a long, long time, but somehow it doesn't seem to matter.

You got to Ensenada, probably, by motor, crossing the border at Tijuana and driving the sixty-five miles down the little-known coast. A few miles out of Tijuana, you passed the last crossroad and left the last settlement between there and your destination. Only one or two houses and an occasional (Continued on page 95)





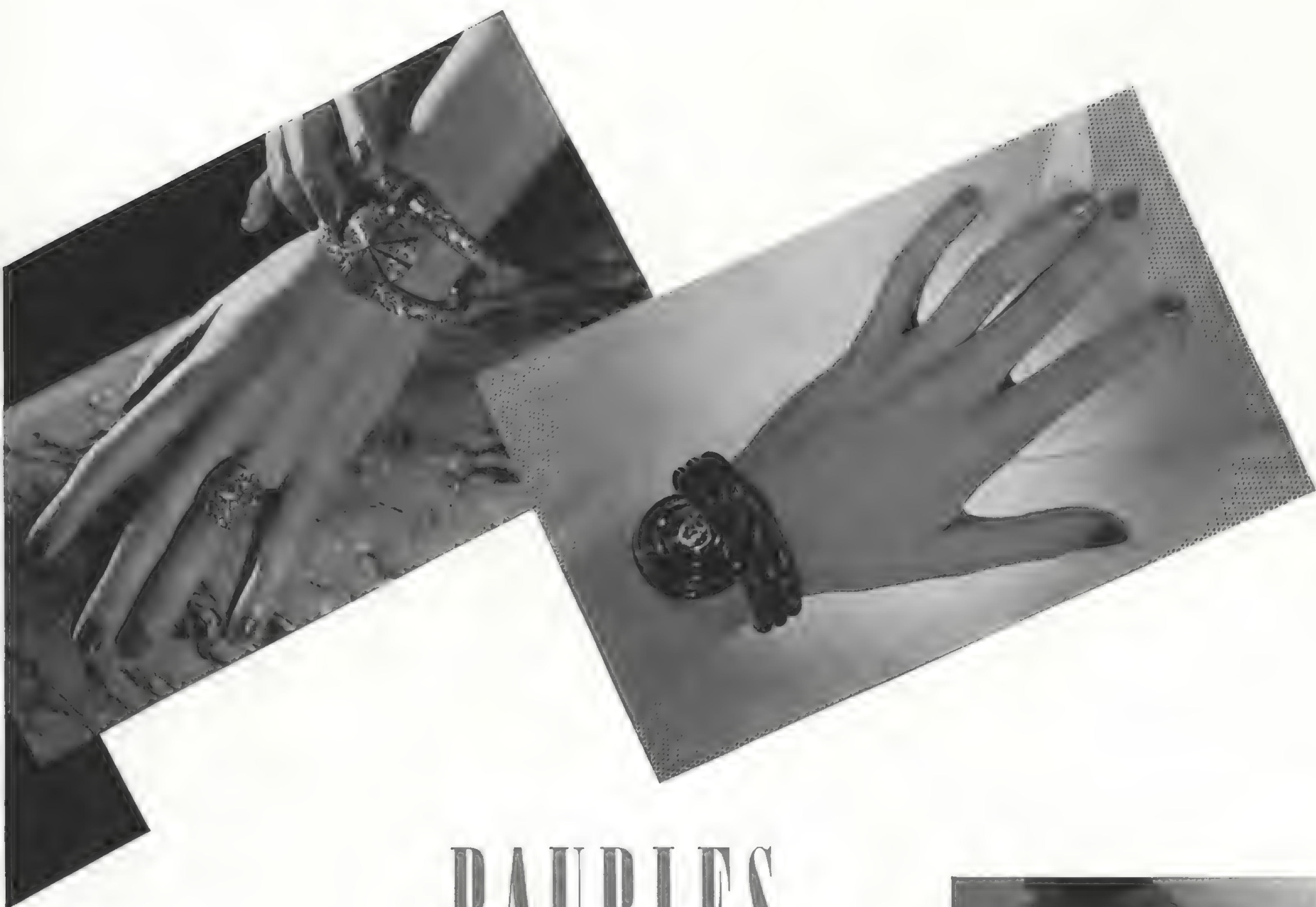
• The Hon. Mrs. Reginald Fellowes likes orchids—likes them so much she had Boivin make her one of diamonds and rubies to pin on her lapel. It's typical of the new trend for unexpected, very personal jewels

• (Above, right) An individual way to clasp a scarf—Herz's two smoky emerald clips set in gold. And an individual scarf, too. A draped, not knotted, scarf by Arane—silver and emerald stripes on tangerine

• (Right) All the impressive pomp of England is personified in this bracelet Madame Schiaparelli wears. Seals of distinguished families, cut in crystal cubes, dangle from a gold chain. Every woman who sees it goes forth to haunt the Flea Market or pawn-shops for something as satisfactory

• (Right, below) Even Cartier turns his hand to making glorified costume jewellery, in this crown-like bracelet. Two bands, a gold and a black one, are screwed in place by a gold knob set with a sapphire. Hermès grège suède gloves; from Saks-Fifth Avenue





BAUBLES

• (Above) Herz sets the ageless beauty of diamonds in a new form—a cone supported by two diamond-and-platinum bands that narrow under the wrist. The ring is an oval of flat diamonds

• (Above, right) A large solitaire diamond on the wrist instead of the finger is one of Herz's original ideas. It is embedded in coils of smoky-violet crystal lapped around the wrist

• (Right) Definitely baroque is Model's small black antelope afternoon bag with a scrollwork flap. The hand that holds it wears Herz's bracelet of twisted crystal with a diamond set between each twist

• (Far right) There is Schiaparelli's familiar S on the metal clasp of that bag of blond buffalo. The cut-out flap is faintly Italian, the handle massive, the bag enormously hearty. Hermès cinnamon suède gloves have one line of hand-stitching. Bag and gloves; Saks-Fifth Avenue



POTTIER



CARTIER'S FABULOUS NECKLACE OF RUBIES AND DIAMONDS, TEMPORARILY ON NEFERTITE'S NECK

HORST



HORST

PERSONAL DETAILS

AT THE COLONY Mrs. William Deering Howe carrying that original box photographed above—a brown suède-covered *minaudière* fastened with a fluted modern gold clasp.

Mrs. Frederick Frelinghuysen in Mainbocher's black wool dress with a small bunch of flowers embroidered on the bosom. And through these embroidered flowers—as if they were a real corsage—she fastens a huge diamond brooch.

Tassels swinging fore or aft on one hat out of three. . . . Mrs. George J. Atwell, junior, very Victorian in steel-grey velvet, frogged in black, wears tassels at the back of her hat. Mrs. Gilbert Miller, also befrogged in breitschwantz, hangs an academic tassel over her eyes. Jane Sanford has a diminutive cap, brown and tasselled; and more tassels dangle on Mrs. Harrison Williams' broadtail toque.

Mrs. Alan L. Corey in Agnès's fringed turban shaped like a fool's cap . . . and Mrs. Reed Vreeland in Schiaparelli's new beret, of deep brick coloured felt, with a wool veil and snood.

Lady Mendl with a crocheted tam-o'-shanter like the ones Frenchwomen are wearing. She thrusts a diamond pin in hers.

Reboux's scooped platter hat with a shining surface of bright breast feathers, held on behind by a silk jersey band . . . worn by Mrs. Jay O'Brien. Mrs. Nathaniel P. Hill has the same hat in seal-skin, which she wears with sealskin gloves and a simple black suit.



The only note of colour on Melissa Yuille's black outfit—her aquamarine-and-gold Herz clip and ring, shown here, at left.

Beatrice Patterson and other fanciful souls who want boutonnières to match their tailleur go to the florist at Madison and Sixtieth and get tight bunches of flowers dyed in three minutes.

Mrs. Frelinghuysen, fresh from Paris in a French policeman's outfit. She pulled a startled gendarme into Mainbocher's and had his hooded cape copied on the spot. The policeman got fifty francs, and Mrs. Frelinghuysen got an extremely chic blue outfit. The long cloth cape has slide-fastened slits to put her arms through. To wear with this, she had Reboux make her a small felt hat with a visor—vaguely like the gendarme's, also. (Continued on page 97)

SMART BECAUSE



LADY MENDEL

HORST



MRS. HARRISON WILLIAMS



COMTESSE ALEXANDRE DE CASTÉJA

- Comtesse Alexandre de Castéja—because although her mother, the Hon. Mrs. Reginald Fellowes, is one of the smartest women living, she has an independent chic all her own; because she wore, during her New York visit, this chalk pailletted jacket with gold frogs; because her bracelets are Indian bangles
- Mrs. Robert H. McAdoo—because she is one of our few adventurous dressers; because, believing in dinner-suits, she wears this new one by Maggy Rouff—wine-red pailletted jacket, black skirt, from Chez Ninon; because she pins her three diamond stars from Paul Flato on the paillette scarf

- Lady Mendl—because she is considered one of the best-dressed women in the world, and is a legendary hostess in Europe and New York; because she has the spirit of a woman half her age; because she is wearing her famous Cartier spiral head-dress of aquamarines and diamonds, and a black ciré evening gown from Mainbocher

- Mrs. Harrison Williams—because her extraordinary catlike eyes and blue-grey hair are New York phenomena; because her dressing is high art; because she clips these two large beaten gold leaves on the neck of her broadtail coat; because her square ring with its round sunken star sapphire is a notable jewel



MRS. ROBERT H. McADOO

TOKYO PROTOCOL



COUNT AND COUNTESS VAN RECKTEKEN LIMPURG



LADY CLIVE AND HER DAUGHTER, MISS MIMI CLIVE



COUNT AND COUNTESS DE LA NOÉ, OF FRANCE



MISS JAYE KURUSU OF THE DIPLOMATIC SET

ONCE upon a time having tea in Tokyo meant just exactly that—sipping gustily (if you were minding your manners) innumerable bowls of acrid green fluid, which, when a formal note was desired, was beaten to a froth.

Then, when the pageantry of embassy life began its parade against the back-drop of old-world Tokyo, the form changed. Teas became functions, garden-parties grew to elaborate fêtes, and dinner-parties into slow-motion exercises in formality. But actually it was only the outer form which changed. The essence of Tokyo's social life remained the same, and does to this day; lavishly hospitable, richly ritualistic, and breathlessly punctilious to protocol.

Protocol—in case you aren't sure—means having the same dinner-partner night after night, until a state is reached when (if he gets a fish-bone in his throat) you can pick up his story in the middle of a sentence and finish it without deviation by the time the entrée arrives. Protocol makes you sit right there beside that same story until your husband's rank has moved up a notch or two and you are entitled to a place nearer your host's right hand.

Least in scale of formality on Tokyo's social calendar are the teas, receptions, and garden fêtes, where gold-braided uniforms and white orchids are decorative rather than impressive, and where caterer's confections and champagne manage to be equally decorative, but perhaps more integrally so. For these teas, engraved invitations often go out three and four weeks in advance.

On the appointed day, motor-cars swarm through feudal gates to deposit the two or three hundred guests—some clad in trailing kimono, some in clothes that were designed in Paris. These guests wander about deliriously beautiful gardens where, from a wide marquee or cunningly devised individual stalls, Japanese men servants in formal black kimono and pleated skirts purvey every variety of delicacy—from foies gras in aspic to hot fried prawns. Strolling minstrels twang their samisens from behind hedges, quick artists dash off faintly libelous sketches, fortune-tellers rattle sticks in a can and whisper alluringly of dark strangers, or—alarmingly—of five sons. There are apt to be kilns in the garden where guests can spatter coloured glaze on a bit of porcelain and consign the inspiration to the permanency of the kiln. Thus the guest has, instead of a diary notation, a pleasant memento—or a distressing reminder, as the case may be—of his artistry.

Despite the constantly shifting panorama of people, the squeak of gold braid, and apprehension over five sons, these affairs manage to be quite the most sociable part of Tokyo's social life. There is an infectious geniality about the tea-hour in any country, but this glow is particularly evident in Tokyo when the cosmopolites, savants, traders, and diplomats of so many different worlds meet and mix at this hour.

Luncheons and dinner-parties—with a guest list ranging from twenty to sixty—move up on the scale of formality. But whether it is an awed Third Secretary fêting a slightly less awed (Continued on page 88b)

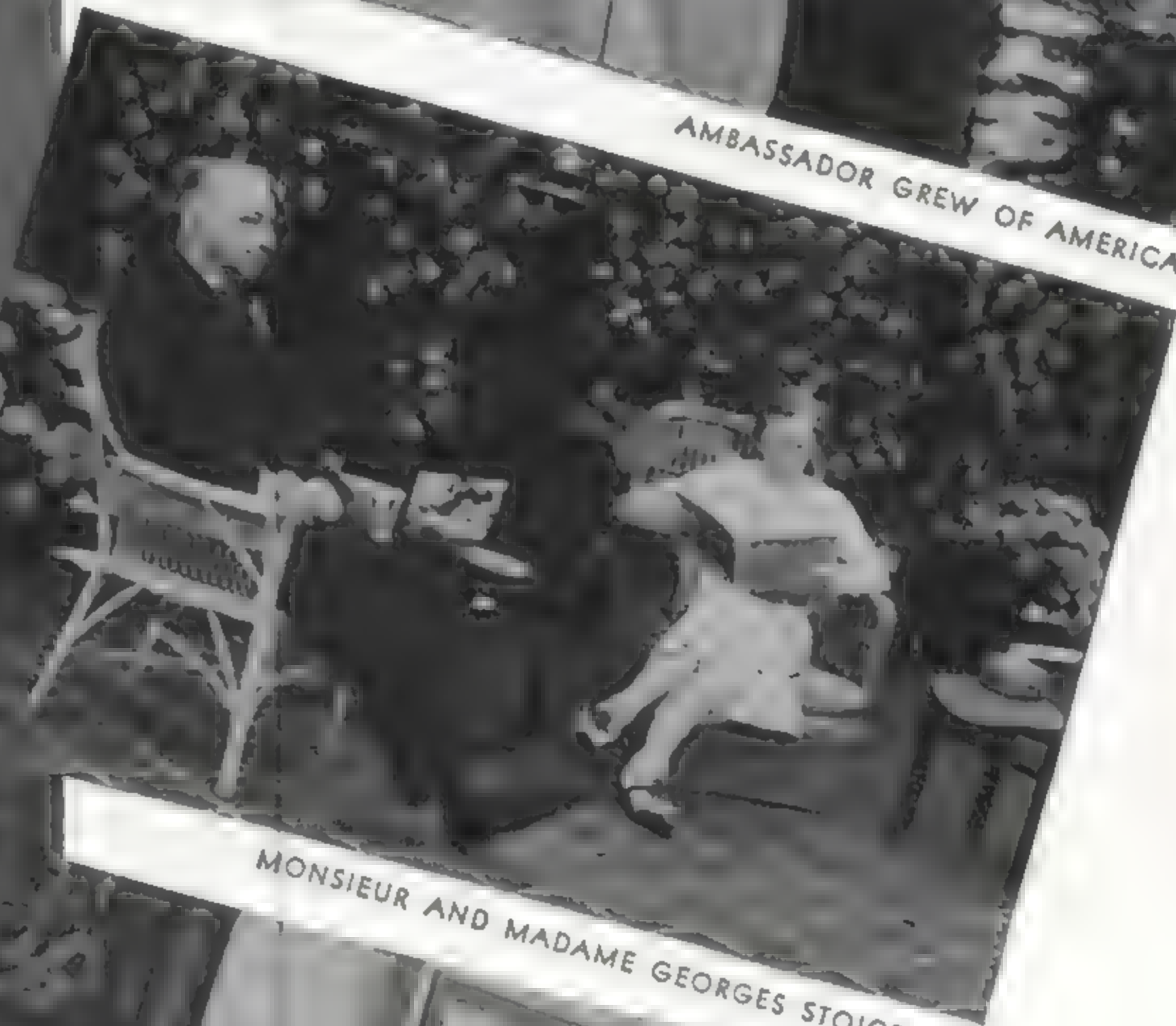


SIR ROBERT CLIVE, BRITAIN'S AMBASSADOR, AND LADY CLIVE

THE DIPLOMATIC ROUND: By MONA GARDNER



AMBASSADOR GREW OF AMERICA



MONSIEUR AND MADAME GEORGES STOICESCO



AMBASSADOR PILA, OF FRANCE, AND MADAME PILA



BARON DE BASSOMPIERRE (RIGHT) OF BELGIUM





vogue's finds of the fortnight

- Suits, like spring, are eternal. They're the American woman's uniform. This year, pick them precision-tailored; built of stuffs that might have made a man's suit. Pick them classic. And pick them now, to wear under your winter coat as vital refreshment to a wardrobe on the wane
- First, left: a jacket-ensemble for a débutante or her mother. Of Forstmann's soft, sheer wool crêpe, with the new dark print blouse-top, of Onondaga silk. Altman; \$40
- Second: seven-button success of flannel, with revers swiped from a schoolboy's coat. Bonwit Teller; \$35
- Third: mid-season lift—a cocktail dress of Stehli's sheer, granular crêpe. It's slashed deep at the neck and shoulders and cut with an apron skirt. Bonwit Teller; \$30

- Fourth, opposite: another suit to engender spring fever. Spirited lapels flare high and wide at the shoulder-line. Of flannel or herring-bone worsted. Saks-Fifth Avenue; \$30
- Above, left: clover leaves by the dozens, for your first printed silk of the season. There's the fine hand of Paris behind the inspiration for this dress: flared back fullness in the skirt; full, three-quarters sleeves; a bright splurge of fringe for a girdle. Lord and Taylor; \$35
- Above: a Molyneux-inspired dress of two-colour plaid printed crêpe, or black satin. It's entirely pleated, with a surplice closing that's engagingly young. Best; \$25
- For a list of shops in other cities that have all of the models shown on these pages, turn to page 27





SHELDON DICK



NET HAUL

No one is more surprised than the Cape Cod fishermen to find their humble fish-nets sweeping the country as a fashion fad. The same meshes that haul in fish are being dyed in pots on the sand, dried in the sun, and shipped to shop counters for the adornment of women. The shorts directly above, laced with fish-net cord, are from Bloomingdale. Lord and Taylor have triple fish-net capes for the South, as well as belts, turbans, and scarfs (see right, shown with Bonwit Teller's dotted bathing suit). Caught in the net on the opposite page: a white bathing-suit with cork buttons. You'll find it at Saks-Fifth Avenue. There's more net haul on page 104.



NELSON



SHOP-HOUND RETRIEVES

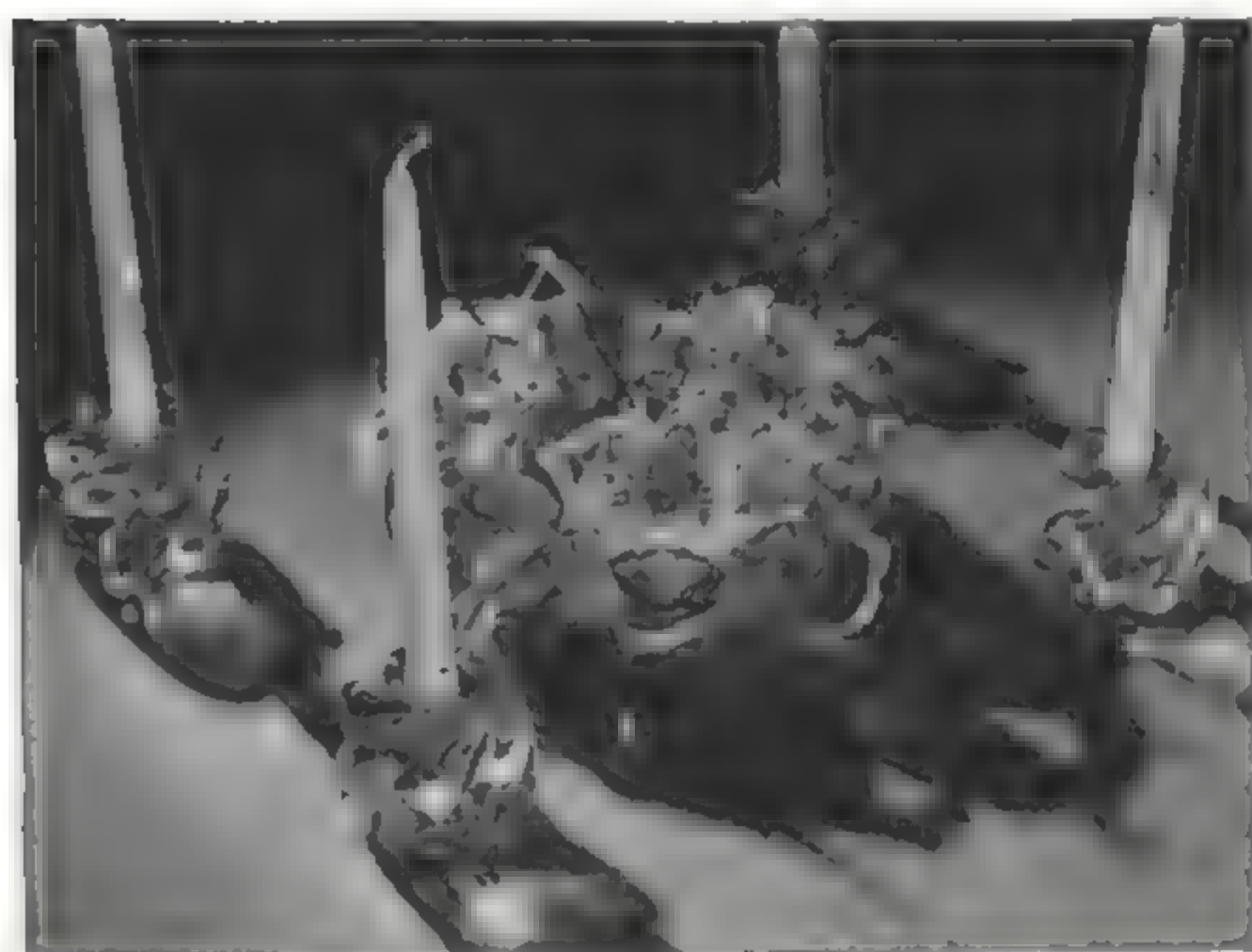
FOR once, it seems that human beings fall neatly into two groups: those who are going South in search of palms, and those who are going North, ski-laden, in search of snowy slopes. The girl at the left—Florida-bound—visited Christine Hunter's new blue-and-white showroom, at 485 Madison Avenue, and chose a striped sweat-shirt, in natural and navy-blue, knitted of thick cotton (about \$12.50). With this, she carries a dark blue crocheted tam-o'-shanter. Look carefully at her shorts—they're made of soft yellow chamois (about \$16.50).

She has packed in her trunk a knitted cotton red-and-white striped beach dress, also from Christine Hunter. It's made like a butcher's apron, to wear over a bathing-suit. And a very simple knitted suit—the cardigan with a panel down the front, fastened each side with brass buttons. This suit is charming in off-white, coral, or navy-blue, with a Liberty scarf stuffed in at the neck. For sturdy Northerners, Mrs. Hunter makes cosy knitted gloves. Some, of chinchilla yarns, have looped fringe edges, and others, of soft wools in delicate colours, are elbow-length, intended for people who find keeping dinner-dates in winter a very chilly business.

DOESKIN gloves called "Wear Clean"—which is precisely what they do—are shown at the right. The leather is treated in a way that prevents the dirt from penetrating, and the surface dust is removed with a dry rubber sponge in the manner illustrated. These gloves come from England, and Bonwit Teller has them, for about \$6, in off-beiges, grey, and brown. What's more, they're all hand-sewed. It is this sort of sensible invention which makes Anglomaniacs out of Americans.

THE moment I set foot in a jeweller's, a rush of sentimentality overtakes me, and a visit to Marcus proved no exception. Observe the photograph alongside—it shows the kind of really personal things you love to give as birthday presents (or, better still, to receive!) and which seemed to my romantic mood particularly suitable presents for bridesmaids and ushers. The gold heads-and-tails coins are intended to make life easier for the type of young man who says, "I'll toss you for it." (They cost about \$35.) The gold key-tag and chain, give to the other kind of usher—there are only two kinds.

The whirligig hand-bag watch (about \$65), in different coloured enamels, should do a lot towards consoling the girl who is always a bridesmaid, and never a bride. The star-boat brooch, with white sails and red keel, I suggest for bridesmaids who are sportswomen in private life—and the gold bow safety-pin would be welcomed by all bridesmaids.



PEOPLE are always searching for low, flat table decorations, for there is nothing in the world more provoking than trying to peek at the person opposite through a barricade of tall flowers. Alfred Orlik's chunky, hand-carved crystal candlesticks and bowl, shown in the photograph at the left, filled with tiger-lilies, allow an uninterrupted view of your neighbours. The sticks cost about \$10 each, and the bowl, about \$55. Incidentally, while wedding-bells are still ringing in my head, I would point out that this table decoration should be a divine present for some fortunate bride. (Continued on page 94)

MINISTER OF THE INTERIOR



OF the many departments of home administration, the commissary department comes first. And, you'll agree that a most important table of the measure of household happiness is the dining table.

Whether as the mother of a family of healthy young appetites, or as a hostess to discerning guests, you know that the planning of a meal is as important as its preparation. Children must have food that tastes good, and that is nourishing, too. Successful entertainment of guests also demands variety and choicest flavor in the food you serve.

As "Minister of the Interior" of hungry youngsters, you have many delightful Campbell's Soups with which to intrigue their vivid appetites. Today, Campbell's Vegetable Soup; tomorrow, Pea Soup, Chicken-Noodle, or Vegetable-Beef. And for your own formal occasions you have Campbell's Cream of Mushroom, or Consommé, or Mock Turtle.

Each of Campbell's 21 Soups has its own special recipe, and is ready to serve with practically no trouble in the kitchen at all—a delicious compliment to you as your household's able planner of just what to serve—and when.



CAMPBELL'S

WEDNESDAYS—George Burns & Gracie Allen
—fun and music—8:30 P.M. E.S.T.—7:30 C.S.T.—9:30
M.T.—8:30 P.S.T. Columbia Network—coast-to-coast.

ON THE AIR

FRIDAYS—"Hollywood Hotel" starring
Dick Powell—sparkling revue—9-10 P.M.
(E. S. T.) Columbia Network—coast-to-coast.

Campbell's SOUPS

NO OTHER PERFUME IS LIKE THIS ONE

("... creates an aura of subtle fascination... its dual personality... for ladies who rule...")

This was the personal perfume of Catherine The Great, an essence which has either been dignified by its 200 years of existence, or alchemists of that age had the secret of more profound and poignant scents.

Essence Impériale Russe is somber, brooding and magnificent in theme, stirring and gallant in overtone. A fragrance for imperially minded ladies, who today rule their empires through charm and beauty.

Use it both as eau de cologne and as perfume... No other perfume is like it. No other perfume has its dual personality. Available where finer perfumes are sold. Prices \$3.75 to \$40.00. Trial size \$2.00.

It
Stirs
the
Senses

1733
St. Petersburg
✓
1917
Budapest
✓
1926
Paris
✓
1929
New York



The label, historically significant, is a composite design of Catherine the Great's coronation robe and icons in the Coronation Chapel of the Czars.

PARFUMS LENGYEL, Ltd.

NEW YORK: Rockefeller Center
610 5th Ave.—La Maison Française

"... AND PRETTY
DARNED EXCITING"
(said a bright girl)

"JUST try describing the taste of Crêpes Suzette sometime. You start off full of confidence saying, 'Well, it tastes a little like this and there's a hint of that, but it's different, because it really tastes more like'... and then you say, 'My Goodness' and let it go!

"ESSENCE IMPERIALE RUSSE is even more difficult. Because if I tell you it's spicy, you'll just say, 'Spicy, oh,' in a flat sort of voice.

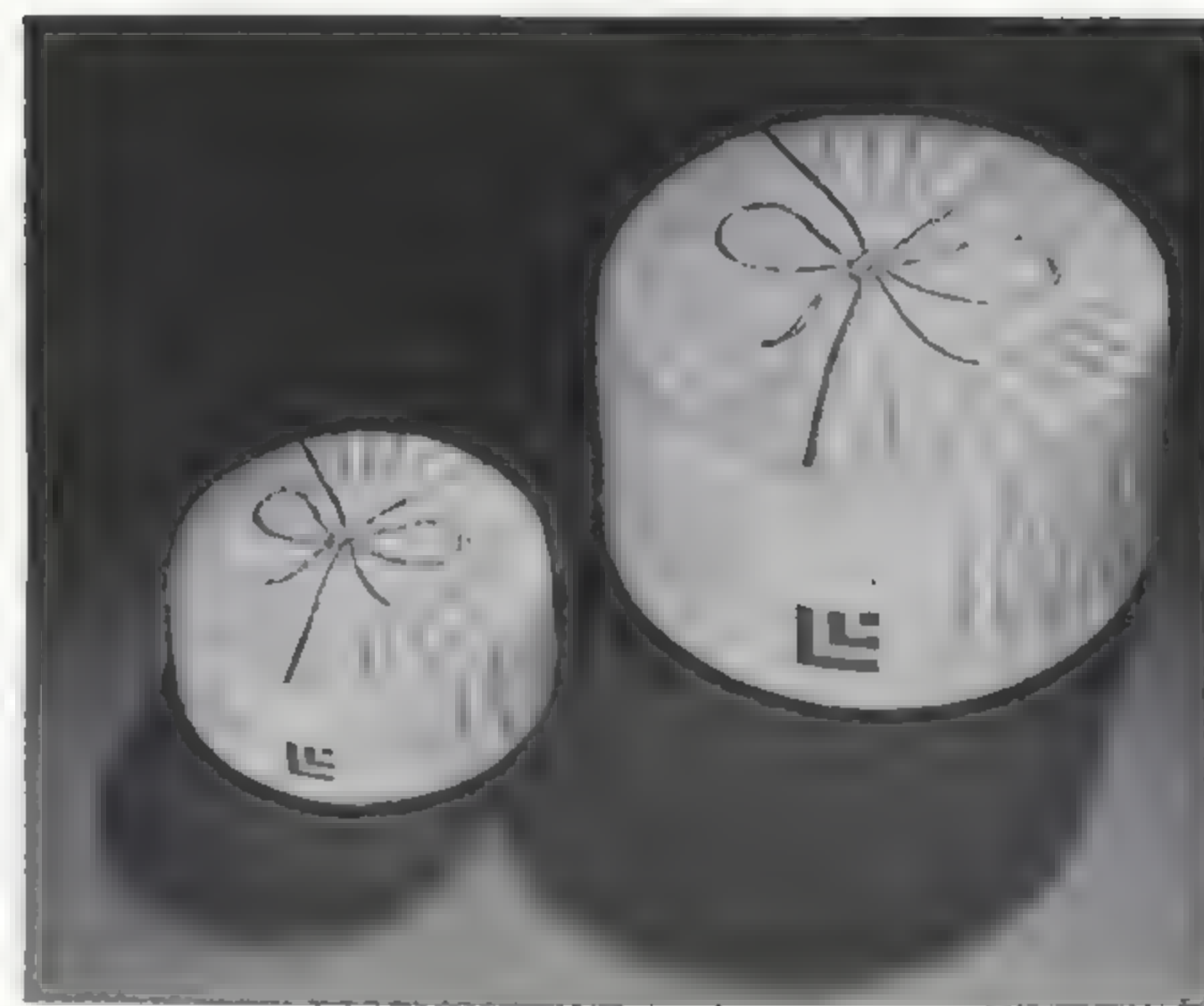
"And if I tell you it's floral, you'll think of that rose or lilac toilet water the janitor gives his wife every Christmas. I can't really describe ESSENCE IMPERIALE RUSSE—you'll have to try it, I guess. It's light and yet it's full, with a richness and depth of undertone... and pretty darned exciting!

"Due to some quiet research, I have come to the conclusion that men like ESSENCE IMPERIALE RUSSE on the fair and frail, because being obvious, they love the subtle. They like this perfume which suggests—lush gardens, deep quiet nights, winds from fragrant fields, the merest hint of mysterious *cuir de Russie*, and situations a little exciting—a little dangerous.

LENGYEL

(Pronounced Len-jel)

PARIS: 6 Cité Paradis
Copyright, 1936, Parfums Lengyel, Ltd.



Lelong's Falbalas series includes dusting and face powder in the exciting "Indiscret" scent

DISCOVERIES IN BEAUTY

WELL, the holidays are over, and how are you? Probably, you're one of two things: either slightly rotund from too much holiday cheer or haggard and frazzled from too many holiday festivities. Either way, Bonwit Teller's new Salon of Body Sculpture will prove a Mecca. To the adipose, because it guarantees to take a certain number of inches off any given part of you in a certain number of treatments; to the Bundle of Nerves, because it's so divinely relaxing and soothing, and invigorating, too. This is what happens:

You first place all your figure problems in the competent and friendly hands of Miss Zelda Radow, who tells you what's to be done about them. Then you go into an enchanting little blue-and-white dressing-room, where you find everything you could possibly need—even your own private comb and your own little slippers. Wearing the latter, and a large sheet, you proceed to the application-room, where you're delivered into the skilful hands of a Nordic masseuse. Almost immediately, you find yourself relaxing on a nice soft table, with a not-too-energetic vibrator humming up and down your spine. A delicious-smelling solution (exclusive with the salon) is smoothed all over you, and you're wrapped snugly up in an electric blanket, where you bask like a lizard in the sun and think pityingly of the poor devils out on the cold streets. Meanwhile, the attendant is fixing pads, soaked in some-

thing cool and fresh, over your eyes, and giving your face a thorough cleansing. Then comes the massage, energetic or gentle, according to your needs, leaving you without a single ache, pain, or care in the world; then a shower. When you get to the measuring-room, you find that several measurements which have been worrying you are perceptibly decreased. Better still, your taut nerves have vanished, your strained eyes have become rested and bright, your complaining feet are now ready for anything, and you can hardly recognize your tingling, rejuvenated frame for the same one you dragged in with you an hour or so before.

- There are some pleasant new notes about Pond's powder that may have escaped your notice. To begin with, it costs less than it used to, which is always welcome news about anything to people who buy things. Then, the jars are prettier than ever. We have always been so attached to Pond's glass jars and thought them so very smart, that no improvement seemed necessary to us. However, the tops (those nice green tops that screw on so firmly) are now gayer and brighter with a bouquet of flowers, and even the scent has a fresher, more flower-like note. Nice of Pond's to see to all these things!

- Is it that you fall within the Latin skin category, with, perhaps, brunette hair? If you do, Macy's has assembled for you a (Continued on page 86)

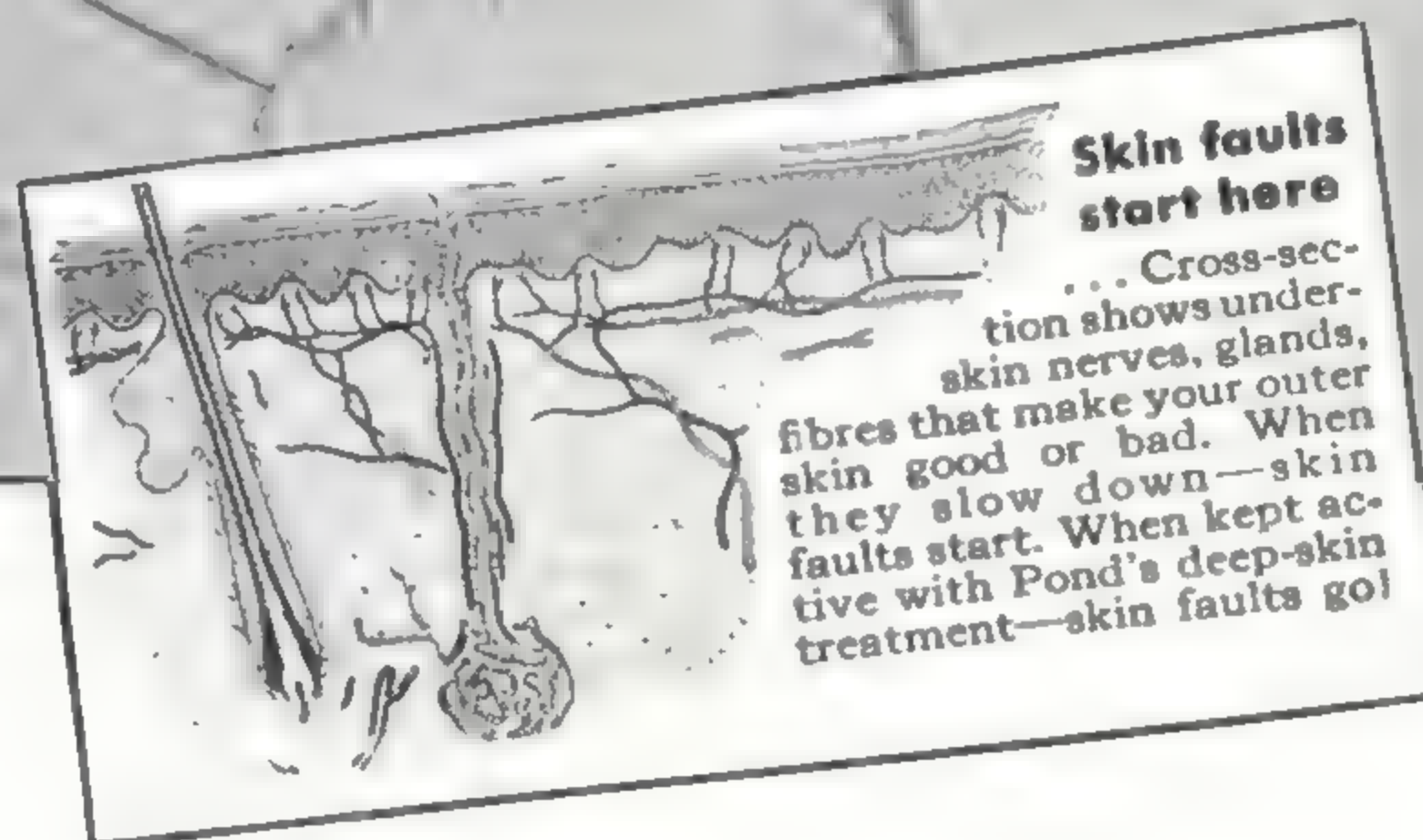


Harriet Hubbard Ayer has combined the essential equipment for make-up and manicure in this compact and skilfully designed case

"BAD SKIN" means—A Lazy Under Skin



Miss Helen Mitchell Stedman, of an old Boston family, says: "Pond's Cold Cream makes my skin much finer and clearer. Pores don't show!"



Mrs. Anthony J. Drexel III

Not a single flaw in the skin of this beautiful young Society woman! She says: "The last thing before bed—every morning, too—I use Pond's Cold Cream. It stimulates and tones up my skin—blackheads and blemishes just never come!"

Underlying glands, nerves, fibres... need rousing with this deep-skin cream

TODAY, stand close to some girl you know. Gaze right at the skin on her nose, on her chin. Isn't it awful?—the way coarse pores and blackheads stand out!

Your own face gets the same "third degree" every time you're at arm's length. People think, Why don't you *do something* about your skin?

Yet it's not the skin they see that's at fault. It's your lazy underskin! Tiny glands are overtaxed... The oil that they give off is thick... clogs the pores on its way out. What follow are the blackheads, blemishes, coarse pores that ruin your good looks!

Even heartbreaking lines are just outward signs of an underskin "let-down"!

Stop skin faults where they start

But you can quicken that underskin—rouse it, good and deep—set it to work. Yes, you can!—with this deep-skin cream of Pond's.

Pond's Cold Cream contains specially processed oils which go straight to the underskin. Even as you smooth it on, you see it go in, come out—thickened with grayish dirt, stale make-up. Now your skin is clean and glowing. Clear to its depths!

Right away smooth on more Pond's Cold Cream. Pat it in sharply with firm finger tips. This way you rouse that lazy underskin. Nerves, glands and fibres "step lively"... flush your skin daily with new fault-fighting vigor!

Keep this up. See how quickly bad skin becomes "a good complexion." Tip-ends of blackheads loosen. Deep-lodged matter comes out... Clear fine texture takes the place of every blemish. Even critical eyes can't find anything wrong with your skin!

This way to a Beautiful Skin

Every night, pat in Pond's Cold Cream. Watch it bring out the dirt, make-up, skin secretions. Wipe off. Pat in more cream briskly. Your underskin *feels* it... gets awakened. Your outer skin *shows* it... blooms fresh, unblemished!

Every morning, and before make-up, renew this newly-won freshness with Pond's Cold Cream. See it brighten your skin—soften it. Now powder can't catch or flake!

Try this cream without delay. Pond's Cold Cream is pure. Germs cannot live in it.

Send for SPECIAL 9-TREATMENT TUBE and 3 other Pond's Beauty Aids

POND'S, Dept. A-56, Clinton, Conn.

Rush special tube of Pond's Cold Cream, enough for 9 treatments, with generous samples of 2 other Pond's Creams and 5 different shades of Pond's Face Powder. I enclose 10¢ to cover postage and packing.

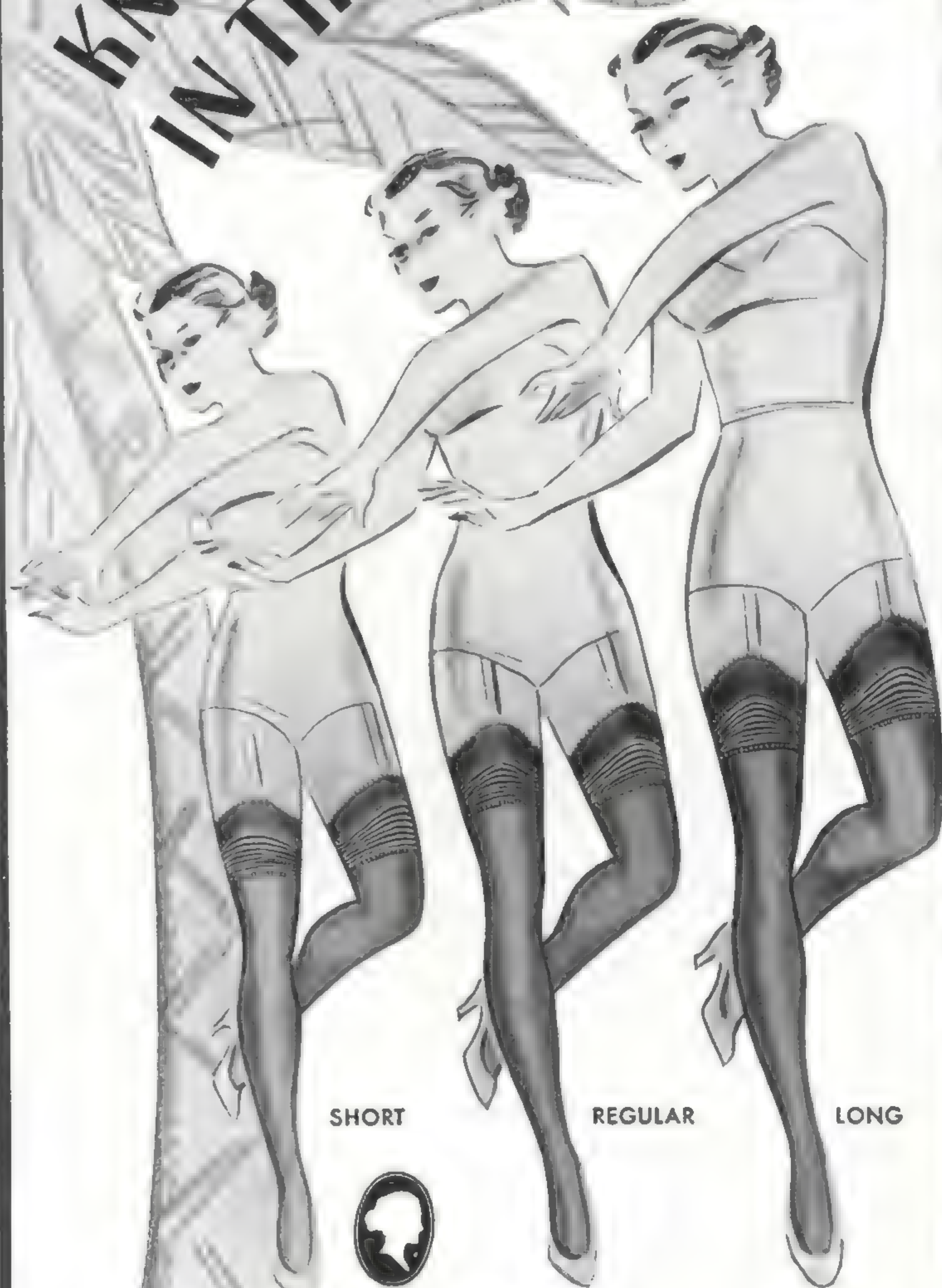
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Burdine's introduce KNEELAST STOCKINGS IN THREE LENGTHS



SHORT

REGULAR

LONG



by Vanity Fair

They're individualized to fit you—in length, in width, in foot size! Get your length and be assured of the complete benefits of the shock-absorbing feature.

Presented in the new Crepe-Mode, a most important fashion requirement for Spring emphasizing SUNBLUSH and other new high style Sunshine Fashion colors to wear with white and pastels. \$1.15.

Burdine's

MIAMI and MIAMI BEACH
Sunshine Fashions



GEORGE PLATT LYNES

Howard Greer, in Hollywood, designed this pleated black chiffon dinner-dress with a knee-length tunic swaying over a very slim skirt

DISCOVERIES IN BEAUTY

(CONTINUED FROM PAGE 84)

"Personal Palette" of make-up that will vastly flatter your coloring. In fact, whatever your combination of skin and hair, Macy's is prepared to deal with it in this masterly fashion. You get a variety of different cosmetics that are fun to play around with on this "Palette," and you needn't hesitate at the cost of experimenting because the whole works cost under a dollar and a quarter. If you are the type with alabaster skin and red hair, for example, you get in your "Palette" an alabaster foundation cream, Persian Red rouge and lipstick, ponce and egg-shell powders, violet and light blue eye shadows, blue and violet mascaras, and a little eyebrow brush. It interested us to know what were the color categories of those most concerned in harmonizing their cosmetics, so we asked Macy's about it. With characteristic thoroughness, they had already "broken down" their figures to show that out of the thousands of "Palettes" that were purchased, the hair-and-skin combinations went like this: 45% had what Macy's (with subtle flattery) designates as the alabaster type and 55% had Latin coloring. Of the alabaster or fair-skinned ladies, 49% had light brown hair, 20% red, 18% blue-black, and 13% platinum. In the Latin or deeper color category, 44% had chestnut hair, 32% had black, 20% had ash-blond, and 4% grey. In the lighted cases behind Macy's counters, the various types are portrayed by amusing modelled masques and posters, complete with their proper make-up, and it's worth stopping in, if only to see where you belong.

It's worth stopping in at Macy's cosmetic department, anyway, these days, because everything has been arranged on a scale of super-efficiency. You know how, if you happened to feel the urge to buy a new kind of lipstick, you used to wander from one part of the counter to another investigating different kinds. Now, the lipsticks (practically all the

lipsticks in the world it seemed as we looked at them) are grouped in one case. They are clearly labelled and priced, and all the shades in which each one comes are lined up for all to see. We have always thought that selecting a new lipstick was a matter for prayerful consideration, and this new Macy arrangement gives you an idea of how great a choice you really have. Besides, it all looks pretty, like little red soldiers. The same arrangement holds true for the powder, rouge, perfumes, et al. The perfume-cases show all the sizes in which the various scents are available, and that's a convenience. On the other hand, if you don't like studying and comparing things, you can walk up to the nearest counter with your eyes closed and order everything from your one favourite maker.

- If you are one who feels the infinite charm of fine tortoise-shell, stop in at Michael of the Waldorf and ask him to show you his assortment of tortoise-shell combs. Michael imports these direct from Italy—tiny combs to tuck in a cluster of curls, larger ones to pin up your back hair, regulation combs for your dressing-table—all beautiful.

- When Schaeffer gives you a new holiday hair-do, he is apt to produce, as though by magic, a feather flower that is the flawless complement for the way your hair goes. Schaeffer has these feathers made to his order in Paris, and they are enchanting—no two alike, little flowers in glamorous, dusty shades to pin into your ringlets, big, bright flowers for drama.

- Practically as you read these words, the Ogilvie Sisters are opening the doors of their new salon for men, an establishment on Madison Avenue at Forty-Second Street, where gentlemen can have their scalps rejuvenated and their hair made to luxuriate, all in an atmosphere satisfactorily male.



Miss Long SHOPS THE 1936 AUTOMOBILES

● There is no desire on the part of Buick engineers to wipe out gadgeteers. The dashboard carefully conceals the fact that it is highly simple and readable by being a thing of dazzling beauty to the beholder. A modern electric clock appears on one side. There is a cigarette lighter and an ash tray in the center, where everyone in the front seat can get at it easily. (N. B. No engineer can correct the human tendency to flick ashes on the floor of a car or flick them out the window where they are certain to blind the folk in back, but they have done their best.)

Another thing, on the instrument board there is an arresting red pin-point of light to indicate when your bright headlights are on. I don't know how other women are about these things, but I am unable to tell whether one stream of light ahead of the car is more blinding than another, and this keeps me in trouble with motorcycle cops in districts that need funds. If the lights are so bright that they are illegal for anything except

country driving, the red light before you is a warning, and a simple pressure on the button next to the clutch will provide correct dimness. And, since women and taxi drivers alike have a tendency to ride the clutch, this gives the left foot something else to do, by night at least.



The dashboard . . . a thing of dazzling beauty without dazzling glare

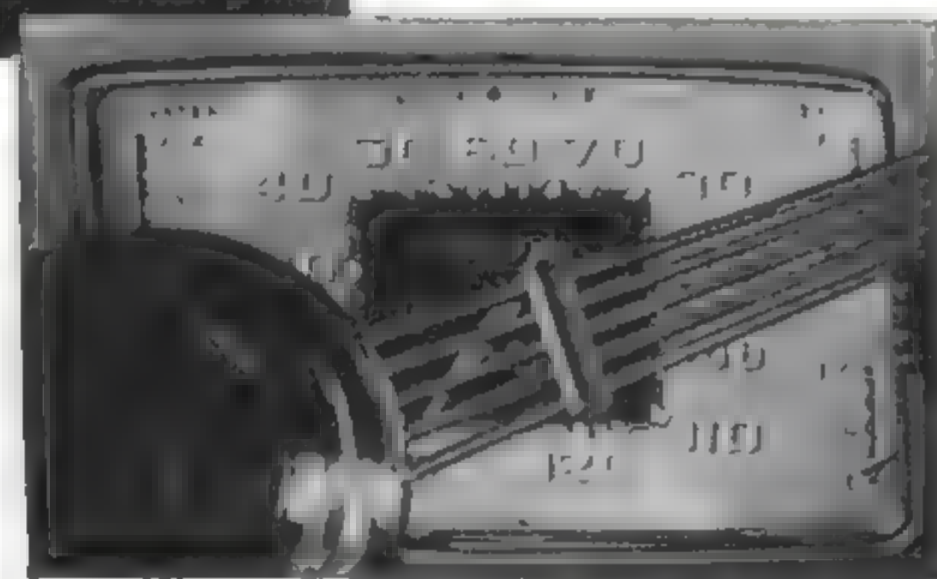
Then, Buick is lavish with cigarette lighters for people to steal. You may have noticed that non-smokers invariably settle themselves comfortably in the back seat on the ashtray-and-lighter side. Buick fools them by having *both* sides so equipped. Probably nothing is more unbecoming to anyone than the act of getting in or getting out of a low slung car. In the new



. . . the step down means no awkward duck of the head . . . handles at the end of the robe rope prevent frantic clutching . . .

Buicks the running board is one step below the floor of the car, instead of on a level with it. Accustomed as you are to stepping up, this makes the danger of tripping and falling on your face as you enter very slight, and there are separate handles at the ends of the robe rope to prevent a

frantic clutching at the back of the driver's seat. Other handles allow you



You have never seen indirect lighting so mellow and easy on the eyes



Ash tray in the center...where you can get at it

to swing out with ease and grace, and the step down means that an awkward duck of the head is not necessary.

These are only a few of the tricks that bring glamour to the convenience of traveling in the new Buick.

N. B. Miss Long shopped the Buick Limited.

\$765 to \$1945 are list prices of the new Buicks at Flint, Mich. Subject to change without notice. Standard and special accessories groups at extra cost. All Buick prices include safety glass throughout as standard equipment. Convenient new **GMAC 6% TIME PAYMENT PLAN**



WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

Buick 8

FIRST OF THE GENERAL MOTORS CARS

Coiffure Élegante



Coiffure by Ivan
5th Ave., New York

With Hair Conditioned by Parker Herbex Individualized Treatments

THE most elegantly sculptured coiffure still depends on healthy hair for its beauty. Parker Herbex Individualized Treatments, specially prescribed for each scalp condition and hair texture, are applied to the *full length* of the hair, as well as the scalp, both *before* and *after* shampooing. Used by leading

hairdressers for over fifty years, they correct hair that is oily, dry or abused by too much waving, bleaching, dyeing or sun-baking.

Ask for a course of Parker Herbex Individualized Treatments at your own hairdresser's. And see how much beautifully supple hair adds to your natural loveliness.



Candid camera photographs of actual Parker Herbex Treatment

Parker HERBEX INDIVIDUALIZED TREATMENTS

Available at your hairdresser's at the cost of ordinary treatments

Send for free forty page booklet, "Hair Hygiene"

PARKER HERBEX STUDIOS, 607 Fifth Avenue, New York



SIG BUCHMAYR, SAKS-FIFTH
AVENUE'S SKI MASTER

LOOK BEFORE YOU LEAP

(CONTINUED FROM PAGE 53)

Herewith the exercises, as related to the figures on pages 52 and 53. Observe their double purpose. You do these with your skis on at the Saks-Fifth Avenue slide, but you can do them without skis if you keep your feet flat on the ground.

1. Crouch or *Hocke*. Stand with your knees very slightly bent. Bend down holding the body forward, as in Figure 1, then stand up (but not entirely erect—you never stand straight for skiing); bend, rise, and go on in this way for three minutes. This helps to stretch the muscles in the backs of the legs. Girls need this especially because the muscles in their legs have become shorter from wearing high heels.

2. Deep Crouch. Take crouch position and from there bend down, swinging arms behind. Rise to crouch; repeat.

3. Jump in Snow Plow. Stand in crouch position, skis parallel. Jump into air and land with skis apart, toes pointed in. Stretches the muscle on the inside of the legs and strengthens ankles.

4. Move Your Bustle. Stand with *derrière* curved out at one side. Twist the knees and circle *derrière* out to other side. Teaches you to shift weight for Christianas; makes for general suppleness.

5. Left and Right. Shift weight completely to one ski, extending opposite leg with heel pushed out. Reverse. Again, practise in weight shifting; excellent for stomach muscles.

6. Sliding. Have skis parallel and close together. Slide back and forth. For balance. Can only be done on skis.

7. Touch Your Toes. Touch the ground on the outside of ski with fingers of opposite hand. Reverse. Good for stretching and limbering and reducing the hips.

8. Cutting an Arc. Bend forward with arms back between legs. Bend backward as far as possible, making an arc.





YOU ALWAYS WIN!

when you pick a *Schenley Mark of Merit* whiskey
—no matter what you pay!

The Mark of Merit on the neck of the bottle tells you that you are receiving the quality product of America's greatest distillers—*The House of Schenley*—the makers not only of the world's most exquisite bottled-in-bond whiskeys, but of the fastest selling whiskey in the nation! *The House of Schenley* has bought over 5 million dollars' worth of choice Michigan and Wisconsin grains

to assure you of constant high quality ingredients at all times. In charge of its many distilleries is the very *cream* of the old-time distillers. Whether your taste guides you to richly flavorful American straight whiskeys, luxurious blends, or the most exclusive bottled-in-bond whiskeys, let the Mark of Merit guide you to the utmost *value*—to *Schenley* quality. You are *bound* to win!

The House of

SCHENLEY



SCHENLEY'S OLD QUAKER BRAND STRAIGHT WHISKEY

Friendly to your taste.
Friendly to your throat.
Friendly to your purse.
The fastest selling straight
whiskey in America today.

OLD SCHENLEY STRAIGHT WHISKEY BOTTLED IN BOND

under U.S. Gov't supervision

Made from choice American
Rosen rye—the most
flavorful rye kernels the
earth produces. Never
sold until four years old.

*There is a Schenley Mark of Merit Whiskey
for every taste . . . for every pocketbook.*

TOKYO PROTOCOL

(CONTINUED FROM PAGE 76)



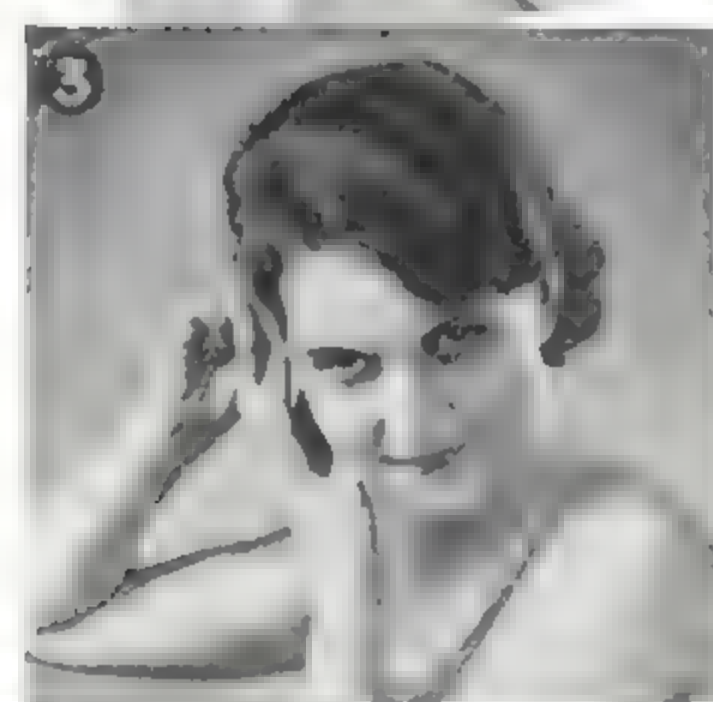
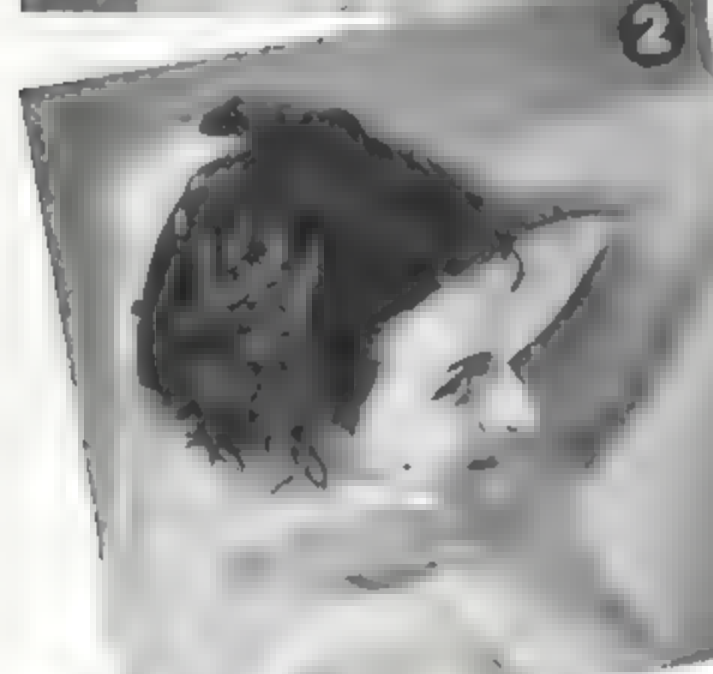
Party Hair

in 3 Minutes

with this New Luxury Shampoo



CLEANS PERFECTLY • DRIES INSTANTLY • THE WAVE STAYS IN
Your Hair Will Be Ready as Soon as You Are!



Keep up your rounds of social gaiety without having to take time out for re-dressing and beautifying your hair. Use Vapon Dry Shampoo. It changes an ordinary coiffure into a crown of beauty in 3 minutes.

You do not even have to get undressed to use Vapon. Just place a towel around your neck and pour Vapon through your hair. Soap and water are unnecessary. Because Vapon is a dry shampoo, it dries almost instantly by evaporation. Your hair at once becomes sleeker, more lustrous, more fragrant. And—of all things—*your wave stays in!*

Incidentally, Vapon is the ideal cold weather shampoo. Because it eliminates water and dries instantly, it is ideal for sinus cases. With Vapon Shampoo, colds are unheard-of.

At all better department stores and toilet goods counters. Bottles 65c. Pints \$1.10. Gallons \$6.60. Better beauty parlors have been featuring Vapon Shampoos for years. If you prefer, ask your favorite hairdresser for one.

① With a towel around your shoulders, tip your head back and pour a cup of Vapon over your hair.

② Work it through your hair with your fingers, allowing the waste to run off on the towel. Use towel to wipe off excess liquid.

③ Now fluff your hair with fingers and it will be dry in a few minutes. As it dries, your wave falls in place and your hair is clean, brilliant and fragrant.

VAPON

Dry Shampoo

VAPON, INC., MONTCLAIR, N. J.



Second Secretary, or whether Prince and Princess Chichibu (brother and sister-in-law of the Emperor) are honouring some ambassador, protocol arranges the place-cards. If the hostess finds herself in the slightest doubt as to the relative rank of two guests, the decision is never, never left to chance. It is referred, via special telephone number, to a Secretary of the Imperial Household Department—who, far from having such a delicate answer at his finger-tips, obtains it from a card catalogue.

The doyen of the diplomatic corps is the tall, soldierly-looking Baron de Bassompierre of Belgium. So widespread is his popularity that the Baron has been returned to this post again and again. An enthusiastic tennis player, the Baron de Bassompierre was active at one time in the organization of the Belgian Davis Cup Team; clad in white flannels and a blazer, he is a familiar figure at the Tokyo Tennis Club. As the Baroness de Bassompierre is, among other things, a talented musician, she is active in arranging musicales, and many of the musical treats during Tokyo's long season have as their background the wainscoted walls of the Belgian Embassy.

AMERICA'S AMBASSADOR

The very charming Ambassador Joseph Clark Grew and Mrs. Grew preside at the new American Embassy, which was completed a little more than three years ago. With rare Bokharas, silky Persians, tapestries, and Japanese brocade—but still more with inherent taste and skill—, Mrs. Grew has made the cavernous drawing-room and the dining-room that easily seats sixty, in this Gargantuan residence, warm with the glow of being lived in. Golf is Ambassador Grew's hobby; if official duties make an afternoon on the links impossible, it is not unusual for him to snatch a few moments for practise putts on the small putting course that he has laid out at one end of the embassy gardens. Mrs. Grew has the enviable slim chic of a debutante, wears clothes especially designed for her by Lelong, Patou, and Chanel, and, when with her three daughters (who, by the way, have all married into the American diplomatic service), is the prototype of an elder sister.

Quite one of the most vivid of Tokyo's present diplomatic set is young Madame Pila, wife of the French Ambassador. Titian-haired, slim, and usually dressed impeccably in black, Madame Pila has a wealth of humour; and, because she is so fond of people, entertains often. Her parties at the French Embassy—which has been done in the modern manner, even to a swimming pool with orchids growing around it—are novel and infectiously gay.

Although Sir Robert and Lady Clive have only been at the British Embassy a little more than a year, they have become prominent and much-sought-after figures in the international colony. Sir Robert's Tokyo appointment has come as the result of a long and brilliant record in posts

scattered over the major portion of the globe; and scarcely a month goes by without the Embassy having as a guest some distinguished personage from abroad.

All embassy entertaining, of course, revolves about the court calendar; but there is no definite court season in Tokyo as there is in London or other capitals. Invitations go forth in the name of the Court Chamberlain, for dates—now fairly well established by precedent—during the autumn, winter, and spring. Before the paralyzing heat of summer can manifest itself, partying comes to a fluttering stop, usually about the end of June. The Emperor and Empress depart, with their daughters and the Crown Prince, to their seaside villa at Hayama. The diplomatic corps puts its court trains and ostrich plumes away in camphor and takes itself off, in cliques, to the mountains or the seashore. (Lake Chuzenji, set in the mountains above Nikko, is a favourite spot, where sailing, fishing for trout, and lying in the sun fill a long succession of summer days.)

The first formal event on the autumn calendar is the Chrysanthemum Garden-Party, given in November by the Emperor and Empress. This is held in the incredibly beautiful gardens of the Shinjuku Detached Palace—so named because it is not a part of the royal enclosure, but in the suburbs of Tokyo. Here, a vast corps of gardeners spend their lives coaxing and tricking chrysanthemums of every variety and colour into weirdly artistic patterns: single plants with eighty or a hundred blossoms, in the shape of a sampan or a crane; single blossoms nine and ten inches across, with petals curling like fine lace; incredible banners of blossoms flung down like pieces of brocade from high pedestals.

Literally hundreds and hundreds of guests attend this function; so distinguished is the guest list that thousands of extra policemen are called out for service on this day, and, for hours before the guests begin to arrive, these policemen line certain avenues of approach through the city.

IMPERIAL POMP

At a fixed hour, the imperial carriage bearing Their Majesties, preceded by a brilliantly uniformed corps of lancers and followed by a retinue of court officials and ladies in waiting, leave the palace for the Shinjuku gardens, passing along a route that has been specially strewn with fresh sand to protect the carriage wheels from contact with ordinary paving-stones. All second-story blinds are drawn and tightly secured along this route, for no loyal subject may be in a position that allows him to look down on his Emperor.

In April, a cherry-blossom party in the same gardens, when the azaleas are also in a blaze of bloom, duplicates the beauty of this autumn festival. So prized by all Japanese subjects are the pink and white rice-paste cakes served at these parties, bearing the imperial crest of a sixteen-petalled chrysanthemum, that few Japanese guests eat them, preferring to wrap the cakes (Continued on page 90)

Akron The M. O'Neil Co.
Albany E. A. Beaumont Co.
Allentown Wetherhold & Metzger
Ann Arbor Van Boven, Inc.
Ardmore Best & Co.
Atlanta J. P. Allen & Co.
Baltimore N. Hess' Sons
Birmingham
Boston Loveman, Joseph & Loeb
Arnold Boot Shop
Thayer McNeil Co.
Bridgeport D. M. Read Company
Brookline Best & Co.
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Canton, Ohio Ira S. Halteman
Charleston May Shoe Co.
Chicago Stetson Shoe Shop
Cincinnati H. & S. Pogue Co.
Cleveland The Lindner Co.
Dallas Volk Brothers Co.
Dayton Elder & Johnston Co.
Denver The Gano-Downs Co.
Des Moines Wiltsey's Shoe Shop
Detroit Plunkett Brothers
East Orange Best & Co.
Garden City Best & Co.
Hartford G. Fox & Co.
Huntington, W. Va.
Indianapolis Ayres & Harwood
L. S. Ayres & Co.
Kansas City John Taylor Dry Goods Co.
Kalamazoo Gilmore Brothers
Lexington, Ky. Wolf Wile Company
Los Angeles J. W. Robinson Co.
Louisville Byck Brothers
Mamaroneck Best & Co.
Memphis Levy's Ladies Toggery
Miami Best & Co.
Minneapolis The Dayton Company
New Haven Hamilton & Company
New Orleans Imperial Shoe Store
New York City Best & Co.
Norfolk Ames & Brownley
Oakland H. C. Capwell Co.
Philadelphia John Wanamaker
Pinehurst Pinehurst Department Store
Pittsburgh Joseph Horne Co.
Portland, Me. J. E. Palmer Co.
Providence Gladding's
Reading Kathryn Anderson
Richmond Miller & Rhoads
Roanoke Propst-Childress Co.
Rochester, N. Y. B. Forman Company
The Bon Marché
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Stetson Shoe Shop
Famous-Barr Co.
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Seattle Arnold Glove Grip Boot Shop
St. Louis
St. Paul
Toledo
Washington, D. C. Woodward & Lothrop



CRUISE SOUTH... GO WEST
smart whites **ARE BEST**

● You'll want white shoes, as white as you can get them, not only on deck and shore but wherever your escape from winter takes you. Immaculate, summer-y Authentics! It's fun just to go shopping for anything so excitingly different from what everybody else will be wearing while you are off to Miami, the Indies, Rio, or points West. Arnold Authentics give you a white that really is white, and a choice of styles and a kind of comfort unparalleled in sport shoes. Any of these Arnold dealers can outfit you now. Price, \$10.50. On the Pacific Coast, \$10.75.

ARNOLD MONK (top left)
ARNOLD GHILLIE (middle left)
ARNOLD AIRE, PLAIN TOE (bottom left)
ARNOLD AIRE, WING-TIP (top right)
ARNOLD FRIAR (middle right)
ARNOLD JODHPUR OXFORD (bottom right)

M. N. ARNOLD SHOE COMPANY, SOUTH WEYMOUTH, MASS.



ARNOLD *authentics*



TOKYO PROTOCOL

(CONTINUED FROM PAGE 88b)

up in silk handkerchiefs and take them home. Because this practice grew to such alarming proportions, the Imperial Household Department now presents to each departing guest a neat little white wood box containing several of the crested cakes.

Full ambassadorial regalia, court trains, and long kid gloves are brought out for court presentation on New Year's Day, when the Emperor and Empress receive the entire diplomatic corps in the Phoenix Throne-Room. Each embassy, strictly in order of precedence of its ambassador, is presented—individual by individual—to the Throne. So intricate is the etiquette of presentation that not a few rehearsals are held privately in this or that embassy before the eventful day arrives. As an antidote to the rigid formality of the early part of the afternoon, New Year's Day always finds pencilled across reminder-pads two or three "tail teas," where, still in court train and full-dress uniform, small groups gather and compare notes over cocktails and egg-nogs.

ALL AROUND THE CALENDAR

On January third, chiefs of mission only are bidden to lunch with the Emperor. Elaborately formal, this luncheon takes rank as a state affair, and no woman has ever been invited to attend it. Duck hunting (with nets instead of guns) on small canals in the imperial preserve is another event on the calendar; it manages to be quite an engaging sport, and one which might be called typically Japanese, since this version of the sport originated in Japan. Fishing, from the banks of shaded lagoons at the Hama Detached Palace on the edge of Tokyo Bay, is an event in May—and one at which morning-coats and top-hats prove to be as efficacious an angler's outfit as the more familiar corduroys.

But whether the place is the grand stand during the Grand Military Review on the Emperor's birthday or a lantern-hung sampan watching cormorants catch trout in the dark of the moon, it is clothes that are the delight and despair of every woman there. Funnily enough, while friends bid "bon voyage" to a person going to Tokyo on duty, and whisper warnings about cholera, scorpions, and Oriental diseases, they never know that the real menace to a woman's well-being will be clothes—or rather the lack of them.

It isn't as though a woman could just walk into a shop in Tokyo and buy according to her checking account. Clothes are not so ridiculously simple as all that. Japan's demand for foreign goods grows with each year, and the taste of the Japanese woman in clothes that are strange to her is rapidly becoming more acute; still, the shops that specialize in exclusively styled models are relatively few. And, on top of that, these models and their colours are made to catch

the fancy of short brunettes—just as powder, rouge, lipstick, hair tonic, and countless other cosmetics carried in the shops are for brunettes.

SHANGHAI—OR NOTHING

If she can, every woman brings with her a plentiful supply of not only frocks, hats, shoes, hosiery, and gloves, but the dozens of other accessories so necessary to her wardrobe and toilette. From time to time, she may anticipate two or three months in advance what her needs will be, and order new models and accessories from Paris, London, or New York. The woman who can't do this arranges her life so that she can make a yearly trip to Shanghai—the "Paris of the Orient"—where an incredible number of emaciated Russian modistes can duplicate a Lanvin or a Paquin model in a day for a third of the price, and where fat Chinese tailors will copy this copy in the same time for a third of the Russian's price.

For the woman who can not eke out an annual jaunt to Shanghai, there is left only the hysteria of directing a polite, but uncomprehending, Japanese tailor. The mistake of considering Chinese and Japanese tailors as analogous should not be made, for, while a Chinese tailor will copy with distressing faithfulness, even to duplicating a mended spot that appears on the original, the Japanese tailor is bent on improving. Dolman sleeves appear to him to be a mere slip of the scissors, for obviously—he reasons—no arm could be that large; and so, as a favour to you, he delivers the copy with regulation-size sleeves. Such is diplomatic life in Tokyo!

• In the photographs on pages 76 and 77, Sir Robert and Lady Clive are shown in their lark-boat, coming in from a sail on Lake Chuzenji, and Ambassador Grew was snapped while indulging his passion for golf. Monsieur Georges Stoicesco, the Roumanian Chargé d'Affaires, and Madame Stoicesco (who is enjoying a copy of Vogue) are on the terrace of the Roumanian Legation; Ambassador Pila and his charming wife are in the music-room of the new French Embassy. Baron de Bassompierre, in a white suit, is discussing tennis with M. Iweins d'Eeckhoutte, also of the Belgian Embassy. And, on the facing page, Count and Countess van Reckteren Limpurg, two of the most popular young members of the Netherlands Legation, are disporting themselves in fancy-dress at the farewell party for the Count and Countess de la Noé, of the French Embassy. Next to them are Lady Clive and her daughter, Miss Mimi Clive, on the terrace of the British Embassy; and the Count and Countess de la Noé themselves, at the fancy-dress party in their honour. Miss Jaye Kurusu, the charming young lady in the riding-boots, is the daughter of a Foreign Office official.



Style V-801

Created by
Smartsport
REG. U.S. PAT. OFF.
New York

The primary purpose of the youthful, dashing "Smartsport" creations is to set you off to irresistible advantage! The handcrafted "Festivity" Frock with detachable cape (pictured above) is of flattering Niutone Boucle—"A FABRIC CREATED OF CROWN RAYON... IT'S TESTED." On view at the smartest Fashion Shops throughout the country—including:

Emily Shops

in New York, Boston & Washington • THE FAIR, Chicago
• BULLOCK'S, Los Angeles • LIT BROS., Philadelphia •
THE HUB, Baltimore • WOLF & DESSAUER, Ft. Wayne •
SONNENFELD'S, St. Louis • EMPORIUM, St. Paul • THOS.
SMILEY CO., Portland, Maine • B. PECK CO., Lewiston, Maine.

For Name of Nearest Shop, Write to
THE HOUSE OF SMARTSPORT • 498 7th AVE., N.Y.



When you're Dancing

CHEEK TO CHEEK

is yours "The Skin He Loves to Touch"?

It can be...in 30 days or less, with the faithful use of Woodbury's Facial Soap

His heart will beat at a quick tempo, if you have "The Skin He Loves to Touch."

Cheek to cheek—he'll marvel at the cool, smooth loveliness of your complexion, if you have put your faith in Woodbury's!

Then get into the mood for romance now! Don't waste another day...treat your skin to Woodbury's fragrant, fluffy lather this very night! In a month or less—find a new, soft, glamorous beauty in your cheek!

Brings skin loveliness more swiftly!

Woodbury's Facial Soap is more than a dainty toilet soap. It is a scientific beauty treatment in cake form—created by a skin specialist to prevent and overcome such common skin faults as Oily Skin, Dry Skin, Blackheads, Blemishes and Coarse Pores.

It proved itself in the world-wide Half-face Tests. Showed its superior benefits for the skin when tested, with 150 other beauty preparations, on the complexions of 968 women of every skin type.

The tests lasted 30 days. The improvement in skin texture, accomplished with Woodbury's Facial Soap, thrilled the women who participated...amazed even the eminent skin specialists who conducted these tests.

Woodbury's, the sure, quick way to skin loveliness, which formerly cost 25c—is now only 10c a cake! At all drug, department, ten-cent stores, and at your grocer's, too.

© 1936, John H. Woodbury, Inc.



A corner of the Waldorf-Astoria's famous Empire Room

FREE—WOODBURY'S "LOVELINESS KIT"

John H. Woodbury, Inc., 1061 Alfred Street, Cincinnati, Ohio. (In Canada) John H. Woodbury, Ltd., Perth, Ontario. Please send me free (except for mailing costs) "Loveliness Kit" containing a guest-size cake of Woodbury's Facial Soap, generous tubes of Woodbury's Germ-free Cold and Facial Creams, and six packets of Woodbury's Facial Powder. I enclose 10c to cover packing and postage.

Name _____

Address _____



Look for the head and signature, John H. Woodbury, Inc., on all Woodbury products

VOGUE'S SPOT-LIGHT

(CONTINUED FROM PAGE 57)

is funny now, because the human comedy is composed of much the same elements through the years. But go to "Boy Meets Girl" in 1950 and see if you laugh as much as you do now. Such plays cater to, and reflect, the trends of the moment, the day, and, at most, the year. Their life is as long as the life of the trend itself, and their jargon as ephemeral.

"First Lady" 's humour may not be of the heart, but it is—in the best sense—of the head. It has real wit of phrase. The lines you laugh at are not wise-cracks, but intellectual entrechats, verbal pirouettes born of a brilliant analysis of people and their ways. Take the following moment in the play, for instance: the foolish old presidential nominee stands in front of the portrait of a great former president and says, "I hope, Mrs. Wayne, that I am able to fill his shoes." Whereupon the portrait's granddaughter (Jane Cowl) says, "Oh, I'm sure you can. . . . Of course, it was the other end of grandfather that mattered." That could have been as good fifty years ago as it will be fifty years later. The core is truth.

One reason for the apparent heartlessness in such favourite comedy smashes as "Boy Meets Girl," "Personal Appearance," etc., is that the authors don't really like their char-

acters very much. They use them to fulfil their patterns of hilarious incongruity. They laugh at them. But they don't love them.

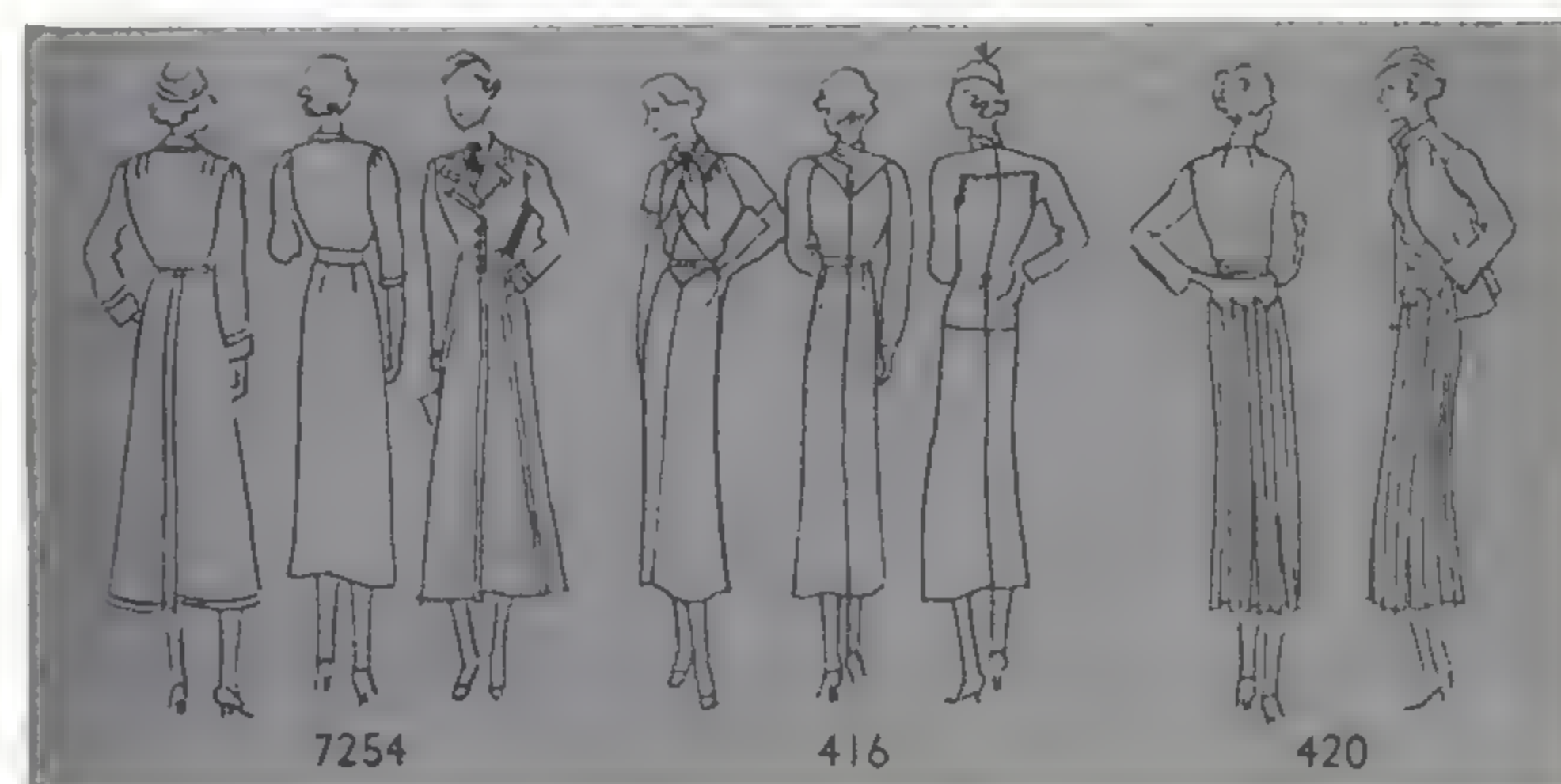
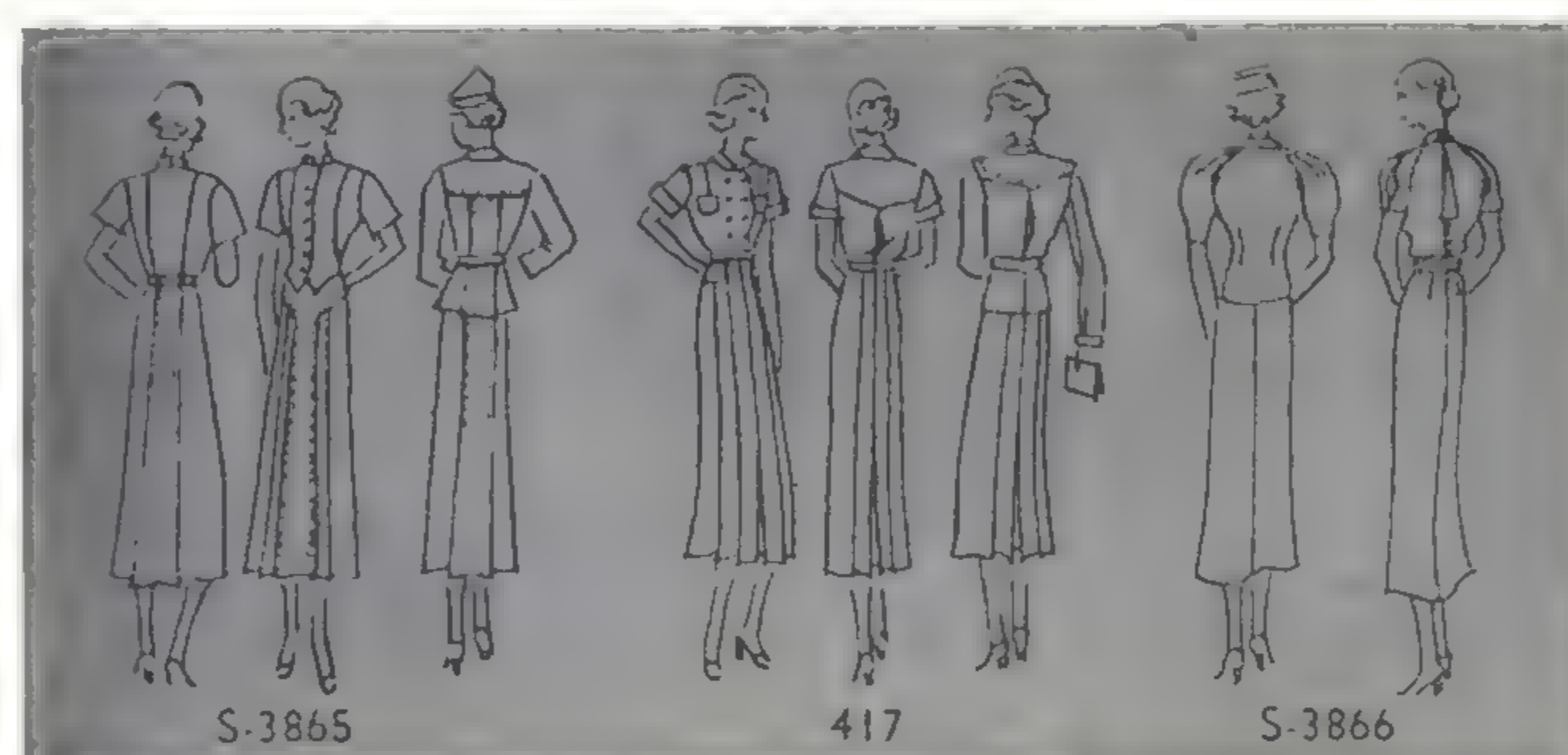
Without affection there is no pathos, and without pathos half of the true essence of comedy is lost. Charlie Chaplin in his heyday was proof enough of this. You laughed at him not only because he had an absurd shuffle and an inane snigger, but because he was pathetic and lonely and lovable.

Ernest Truex's latest vehicle, "Whatever Goes Up," would have been twice as funny if the author had been sorrier for his beleaguered hero—a poor little man who won a sweepstake prize and lived to rue it.

Jane Austen, however, very obviously loves her Bennet family and even the uncivil Mr. Darcy. And in spite of themselves, George Kaufman and Katharine Dayton show a definite fondness for the meddling, manœuvring, but utterly charming Mrs. Wayne.

Perhaps we are sentimentalists in demanding this vein of humanity in our comedies; perhaps we demand too much. Certainly, the box-office returns for these gag-hits prove that we are in a minority. But that does not alter the fact that we like to leave the theatre with something more than the mere memory of laughter.

DESIGNS FOR DRESSMAKING



Double rôles (turn back to pages 54 and 55). In winter, prepare for spring by choosing costumes that may be worn now as well as later. And note the blouses, too

These new models are designed for sizes: 7254 and 420, in sizes 14 to 42; S-3865, in sizes 12 to 20; 30 to 38; 417 and 416 in 12 to 40; and S-3866, in 12 to 42

PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 166.



Spring hosiery shades— Ahoy!

Claussner presents the new hosiery shades from the South for women everywhere with Spring in their hearts:

Misty • Gay • Toasty • Pago
Caddy • Copperskin • Cabana • Gypsy
Duskgrey • Navy • Bluedusk • Wine • Pine

Colors, you will perceive, that are the keynote in hosiery fashion in tropical resorts, on sun-land cruises, and the Spring Merry-go-round of gadabouts at home. Hosiery with that flattering, self-moulding sheer swank that only the finest in fabric and workmanship can impart. Confined to the better stores, but priced to meet the whim of your purse and the dictates of the occasion. 85c to \$1.95.

CLAUSSNER HOSIERY CO., PADUCAH, KY.
MILLS EXECUTIVE OFFICES





IT'S THE DOBBS RESORTER

Note carefully the new crown of Dobbs Resorter, 1936—for it's the kind of Dobbs inspiration that becomes a fashion milestone. It's called the "Interrupted Crown"—because of the unusual moulding that looks so brilliantly new, yet detracts not at all from the sleek Dobbs line. In lovely, pliable St. Michel straw, in Panama, also in pastel, bright and dark felts. . . . All headsizes.

AN ORIGINAL BURDINE SUNSHINE FASHION



Dobbs Hats for women—in all leading cities; and in the principal stores of **T. EATON CO. LIMITED**
CANADA



Springtime enchantment is gaily reflected in this fascinating two-piece frock, so typically fashioned in the Marinette manner. It's the type of dress that looks so attractive under your winter-weary coat right now---and later, because it looks like a suit---you can wear it when the early warm days come without any coat at all. In delightful Spring colorings.

MARINETTE KNITTING MILLS • MARINETTE • WISCONSIN

Marinette
THE ARISTOCRAT OF KNITTED WEAR

FURNISHED TO CANADA BY THE KNIT-TO-FIT MFG. COMPANY, MONTREAL



SHOP-HOUND RETRIEVES

(CONTINUED FROM PAGE 82)



• Hats are like cakes—leaden unless beaten up by a light hand. Dickerts' hats (11 East Fifty-Fifth Street) have that essential lightness of touch. Miss Dickerts designs herself, but she also buys French models and copies them, from about \$19 and up. The curly-brimmed hat, above, is of white toyo—for the South. The ribbon-swathed hat is of speckled yellow tweed, grosgrain-bound. The plaid shantung hat, with a scarf to match, has the casual twist of a kerchief (about \$28).

• Once you have visited the Rendez-Vous Shop, at Saks-Thirty-Fourth Street, your dossier is filed—not very formidable, though, for it simply means your tastes have been recorded along with your measurements. So next time you want a dress, call up beforehand, recite your needs, and have a selection awaiting you on arrival.

At present, this shop is concentrating on resort clothes, and for the night, with its thousand critical eyes, flowered French silk prints are suggested. One of these is a dinner-dress with peacock-blue and crimson flowers on a grey ground, and a pleated back rippling into a full skirt. A pleated chiffon evening dress, in pale yellow, has a winged scarf. The pleats, by the way, do not come out. A sophisticated evening dress, of striped turquoise-and-crimson cotton, has a fluted neck and a short crimson coat. For sun-drenched days, pearl-grey shorts of linen pongee, with a short-sleeved shirt of the same fabric, in orange, blue, or Dubonnet.

• There is no more soul-satisfying sight than shelves piled with fine linen and lingerie. The Maison De Linge, 290 Park Avenue, has bath-towels in many unusual colours—but if your bathroom is a unique shade, they will dye yarns to match and make up the towels. The girl below wears a nightgown of flowered Crêpe Dahlia (priced at about \$11). The blanket-cover is made to order, of the same material. Stop-press news: hand-towels, luncheon sets have a monogram woven into a lace insertion. (Continued on page 96)



ENSENADA

(CONTINUED FROM PAGE 69)

Mexican hut dot the long stretch of magnificent scenery. The new road winds over mountains and around them, drops into valleys, and runs along the shore. Dozens of kinds of cacti grow on the mountainside, and yuccas flare into clusters of yellow blossoms. Somewhere along the way, you are told that across the valley and up the mountain is the Russian settlement, where several generations of Russians have lived, cut off from the rest of the world and still preserving their own costumes and customs. Near there, you pass the ruins of an old mission, under which it is said that, not long ago, great sums of buried gold were found.

Suddenly, around a curve in the coast-line, you see the little town of Ensenada. It turns out to be a curious mixture of Victorian English and Mexican adobe houses. The English, it seems, once settled here, but most of them have long since gone. The figures moving lazily through the wide, dusty, unpaved streets are Mexican and as picturesque as post-cards.

FAIRY-TALE HOTEL

At the other end of the town—through the main street with its intriguing shops; past the Bastille, where a soldier marches solemnly up and down; past the Moltina Verdi, where you will go later to drink tequila; past Madame Cecilia's, where one of the pretty girls smiles engagingly over the gate—you cross the bridge and have your first view of the Playa Ensenada. It is built on the curve of the almost landlocked bay that is shaped like a horseshoe, with its beach so even that it might have been laid out with a compass. The hotel looks like a fairy-tale palace. (There's a photograph of it on page 69.) Some one with imagination must have thought of putting so much luxury in this remote, peaceful spot, with mountains on almost four sides shutting the rest of the world away.

You drive past one end of the white Spanish buildings and stop beyond, and your bags are taken by a boy in Mexican clothes, with a yard-wide scarlet hat held on by a cord under his chin. Your room is large and charmingly furnished—and outside your windows are the ocean, the beach, and the rugged, shadowy mountains. The stretch of sand is wide and hard, and some one is racing a car down it, while the sandpipers scurry out of the way. You must try that after lunch, you think.

But later, as you finish dessert, you decide that to-morrow will do. To-morrow, too, you will ride and fish and swim. To-morrow or the next day. To-day you will investigate the hotel, with its huge lounge, its patios, and its antiques from Cuba and Spain. There are, for instance, the iron railing and the archway over the steps of the terrace leading to the dining-room—taken from the old Marti Theatre in Havana, made famous in Hergesheimer's *The*

Bright Shawl. And there are all those beach chairs and swinging seats on the lawn and terraces and patios—and plenty of servants to bring you drinks and books and carry messages.

If you can bear to take time from the important business of being lazy, there is a great deal to do at Ensenada. There are good hunting and fishing, and there are motor-boats to take you out to the islands beyond, to see the sea-lions. There are trips to be taken, to the Russian settlement and to Santo Tomás, a few miles farther south, where there is a huge winery, and to the famous Hot Springs near-by. Even more fun is the shopping in the happy-go-lucky town of Ensenada, for Mexican glass and potteries and embroideries, for odd little Mexican toys, and, of course, for French perfumes—for which you must bargain. Nobody seems to care whether you buy anything or not, which adds to the zest. You will probably take a look at one of the Mexican saloons, and, if you try tequila, you will be told to put a little salt on the back of your hand and take a bit on the tip of your tongue before each swallow.

Back at the hotel, drinking is treated as a serious art. The bar, with a huge fireplace at one end, has all the drinks with which you are familiar, of course, but Mexican and Spanish specialties, too. Habañera, for instance, hot and rather sweet, and served either as a cocktail or a liqueur. Or Tequila Daisies, pretty special cocktails! The bartender assures you that they won't make you feel even a little *crudo*—a nice Mexican word meaning something slightly less than having a hang-over.

STROLLING MUSICIANS

If most of the guests linger in the bar before dinner and the orchestra in the dining-room finds itself without much of an audience, the musicians are likely to stroll in and play—getting appreciation without disturbing you. Dinner goes on for hours and hours anyway, what with course after course, carefully chosen wines, a floor show, and dancing.

The Moorish-looking building at one end of the group is the Casino, where you will want to try your luck. It is as gay and as elegant as Monte Carlo—with its great central room, a beautiful Spanish ceiling, and a fine grille in the high window—an antique from Cuba. There are private gambling-rooms and a bar—very popular, evidently, since beyond it are several "pass-out rooms" and a passage from them to the bedroom section.

But back in the hotel—through the long corridors and beyond the dining-room and halls—it is so quiet that you forget that bars and gambling exist. Outside are sunshine or moonlight, beach and mountains—and peace. Ensenada is not only an adventure—a place not yet thoroughly discovered—it is also one of those hard-to-find spots where you can be endlessly gay or endlessly lazy.

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Elynor Fashions present this new exclusive all-weather Hirshmaur coat . . . a colorful mannish-tailored twisted boucle-tweed . . . product of the Commodore Woolen Mills. The fabric not only repels moisture but simply cannot wrinkle. The interesting invisible stitched facing will retain the shape of the coat during its entire life. And what's more, the durable Earl-Glo lining permits the coat to glide on and off one's shoulders with effortless ease. **only \$19.75**

SIZES 14 to 44 . . . 16½ to 26½



A washable wardrobe

with a flair
for lasting
fit



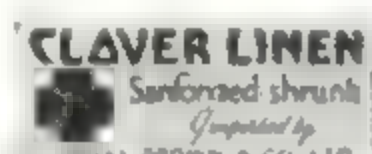
Sun-back beach dress with contrasting bolero made of Douglas Brown's imported linen.

The multi-gored culotte and shirt are tailored from Douglas Brown's imported linen.

ON deck or shore, this slim-hipped muslin evening gown, this backless linen dress and this gored culotte and shirt will see you safely through your Southern holiday. Endless washings cannot mar their perfect fit because they are made of cottons and linens that are Sanforized-shrunk. (Shrinkage has been completely removed by the scientific Sanforizing process.)



Everfast "Islands", an amusing printed muslin designed by Dilkusha, fashions this flattering evening gown.



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NELSON

SHOP-HOUND RETRIEVES

• (Continued from page 94) We are—at least, usually—happy when our friends announce their engagements—but our enthusiasm wanes when we have to find presents for them. The Hampton Shops, 19 East Fiftieth Street, have opened a Gift Shop, a biscuit-coloured salon filled with rare and beautiful things from all over the world, which should be twice blest: by those who give and those who take.

The mirrored table above is a copy of an old French table, and cleverly reproduces the signs of age (about \$115). The set of sturdy crystal ash-trays is modern and inexpensive, and the cigarette box is white Wedgwood. I also saw some tall, old cut-glass French decanters (about \$45 the pair) and table lamps made from white bisque figures on a red lacquer stand or of Chinese terra-cotta—the Hampton Gift Shop specializes in things Chinese and eighteenth century.

• If your love of tailored suits has never been properly gratified, for lack of a wizard tailor, you should know about J. Tuzzoli, 18 East Fifty-Third Street, who makes suits which have the clean, plain lines that English people admire. Mr. Tuzzoli uses imported fabrics mostly, and finds a big demand this year for English grey flannels, for double-breasted jackets, and for two-toned suits. He makes clothes from his own sketches, or to the customer's own ideas, from around \$65. For a two-toned suit, he suggests a "Scottish district" check for the jacket (this material is exclusive with him), with the skirt of a plain material. This suit costs around \$90.

• Ever since the first cave-dweller scratched on the wall a likeness of his favourite ichthyosaurus, man has been inventing ways of recording faces and forms. Now along comes Dewees Cochran (820 Madison Avenue) with portrait dolls (below). The hand-painted faces are of unbreakable composition and the bodies of silk. These dolls can be dry-cleaned, and they cost about \$28. What more charming way is there of recording a childhood?



HANS VAN NES

PERSONAL DETAILS

(CONTINUED FROM PAGE 73)

AT COCKTAIL PARTIES. . . . A brand-new and most distinguished fur jacket—of sable, hip-length, with sleeves just below the elbow, a round collar, no buttons, and a loose swagger back like a little boy's jacket. Mrs. Gilbert Miller and Mrs. Harry Payne Bingham each wear one in the late afternoon and evening.

Fur capes every place—like Mrs. Robert H. McAdoo's mink cape, cut very straight, with padded shoulders, and topped with a little mink-trimmed toque. . . . Or Mrs. John Hay Whitney's three-quarters length beaver cape. . . . Or Mrs. Audrey Field's ocelot. . . . Mrs. Reed Vreeland wears a short beige cloth cape banded in sable. . . . And Lady Mendl has a full-length black seal cape. . . . Several chic women are appearing in hip-length capes of skunk. . . . And the more surprising the fur, the smarter the cape—like Schiaparelli's cape of what is (apparently) police-dog pelts!

Sometimes, it looks as though every woman at a party has a little hat crowned with feathers or flowers—the Suzy pill-box, for instance, with coloured ostrich feather tips smack in front: red, yellow, and brown on a deep wine coloured hat; or brown, yellow, and pale blue on a brown hat. Mrs. George J. Atwell, junior, Mrs. Allan A. Ryan, junior, Mrs. Warren Leslie, junior, all wearing their favourite black Suzy turban with red and purple poppies bunched in front, and a filmy pushed-back veil.

These little flowered hats are smartest when they are worn with all-black costumes—as they are in Paris.

DINING ABOUT. . . . Mrs. Shevlin Smith in one of the little black Suzy hats with flowers and ostrich feathers in every known colour massed across the front. . . . She looks like a Winterhalter painting in this hat and black velvet dress, the puffed sleeves pushed off the shoulders. . . . Her earrings are of gold and pearls, made from an old Austrian necklace. . . . Mrs. Smith has had this black dress copied in dark green velvet with a deeper décolletage.

Dinner-suits are suddenly appearing all over New York just as they have in the Paris restaurants. . . . Mrs. Robert H. McAdoo wears a deep blue velvet dinner-suit from Patou, strictly cut—straight little jacket, long skirt slit in front, blue chiffon blouse cut like a sports shirt, and, with this, the nonsensical flower-and-feather hat from Suzy. . . . She has, as well, the Maggy Rouff suit with a wine coloured paillette jacket and scarf. (Shown on page 75.)

Comtesse Alexandre de Castéja wears, unexpectedly, a white paillette jacket with gold frogs. (Shown on page 75.) . . . Mrs. Adam Gimbel, too, has a dinner-suit with a white paillette jacket, worn over a simple black dress. The shoulders of the jacket are padded, the collar is narrow and rolled—all very tailored. Her hat is made of velvet bands through which her hair shows. . . . Mrs. Gilbert Miller has a black paillette jacket and skirt with a white chiffon blouse, from Mainbocher.

Mrs. Brewster Jennings dines at The River Club in the Mainbocher satin dress with a flower-filled bustle . . .

and Miss Gloria Baker with nosegays of big ruby-red roses on each shoulder of her pink satin evening dress.

OUT DANCING. . . . Gaye than grand . . . that's the new season. It seems more fun to collect a few friendly faces from a dinner and say "How about Bee Lillie's night-club or '21'?"—than to organize lists, caterers, florists. And what is lost in old-fashioned dignity seems to be made up in spontaneous gaiety. But this new craze for public life (not Washington, but the Persian Room and the Colony) demands a certain genre in dressing. And there's plenty of elegance even if trains are bobbed or looped up and tiaras broken to bits for costume pieces.

Mrs. Harrison Williams danced at the Morocco in the devastating ruby necklace and bracelet that Madame Belperron of Herz designed for her. . . . Jewellery that sounds ostentatious and looks perfect: the rubies are massed in chunks to look like costume jewellery rather than regal splendour . . . and her dress is simple, short-sleeved, and strawberry-pink.

Herz has also made Mrs. Williams a fitted choker of huge aquamarines, and two wide mammoth bracelets in a bold and simple design of the same sea-green stones. She often wears them with a slim white satin Schiaparelli dress, plain except for looped sash ends of emerald-green velvet at the back.

Aquamarines are, in fact, the season's smartest jewels. . . . Melissa Yuille at the Persian Room wears her bracelet, clip, and ring (which are shown on page 73) with a perfectly simple light blue crêpe dress. . . . Lady Mendl causing a sensation with glittering aquamarines and diamonds in her aquamarine coloured hair . . . the only note of colour above a silver lamé or a dead-black dress. . . . Mrs. Jay O'Brien has ordered a new wide necklace, bracelet, and ring of aquamarines to be designed by the Duc di Verdura at Paul Flato's. . . . Mrs. Cole Porter wearing aquamarines from Paul Flato. They are set in a band, fitted to the base of the neck, and buckled in front as casually as a luggage strap. . . . The eyelets and buckle are edged with rubies. . . . (As a matter of fact, it was inspired by the Order of the Garter.)

Mrs. Adam Gimbel in her charmingly original jewels . . . a wide, rigid bracelet of gold, three-quarters of the way round her wrist, held by a link chain. The bracelet is set with six large square emeralds and small cabochon rubies. . . . The clip is a square emerald, surrounded with rubies, and a ring combines rubies, emeralds, and sapphires . . . she wears them with Lanvin's long-sleeved, gold-embroidered, jade-green dinner-dress . . . or with Alix's popular silver lamé dress.

The Comtesse de Castéja and Miss Mary Taylor, both wearing enormous Indian bracelets, one on each wrist . . . the Comtesse de Castéja's are gold. Miss Taylor's are dull traced silver.

Mrs. William Constable Breed wearing a band bracelet fastened with her own jewelled clip—a brand-new trick. The Countess di Frasso does the same thing. . . . Cartier and Charlton are both arranging them for the smartest women. The (Continued on page 102)

Go South



The bathing suit with detachable skirt or cape is made of Ameritex Sanforized printed pique.

in air-cool cottons that will not shrink

The well-cut culotte and shirt may be interchanged with the bathing ensemble as they are made of the same fabric.

A must in your wardrobe, this smartly tailored dress made of Saram, a Peter Pan Glastone cotton with spongy open weave.

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AN AMERITEX FABRIC
SANFORIZED - SHRUNK

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Peter & Pan
REG. U.S. PAT. OFF.
SANFORIZED
SHRUNK FABRIC

YOUR southland clothes will make or break on shrinkage. No need for alteration or discard after tubbing with these smart play clothes since they are made of cottons that are Sanforized-shrunk—completely shrunk in length and width. Their easy air of nonchalance and flattering fit will stay through weeks of tubbing.

Sanforized-Shrunk

40 WORTH STREET NEW YORK CITY

To Women Over Thirty

Comes this NEW
BEAUTY SECRET

from **HOLLYWOOD**



Thrilling News...

this...to women who worry about premature wrinkles, crowsfeet, large pores and other signs of an ageing skin.

After two years of intensive research by leading dermatologists, Colonial Dames Salon Cream has been perfected to awaken and renew the beauty of your skin. It is Activated with 10,000 units of Vitamin D, a vitalizing element of sunshine, made under an exclusive process (U. S. Patent No. 1,980,971) that is available only to Colonial Dames patrons.

Containing a richer, more potent Vitamin D content than any other known beauty cream, Colonial Dames Salon Cream is prepared particularly for women who can afford the best. It is especially recommended for the mature skin and to correct unusually stubborn blemishes. So effective is it that amazing results are often evident as quickly as 14 days.

To aid in maintaining the vital freshness and beauty of youth, use Colonial Dames Salon Cream regularly.

Developed especially for the screen stars and acclaimed by Hollywood, it is now available to fastidious women at selected drug and department stores, or order direct from our Hollywood laboratory.

★ For best results, it is recommended that you also use Colonial Dames All-Purpose Cream as your cleanser. An excellent cream for all ages, as it contains 2000 units of Certified Vitamin D.



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a rich concentrate
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This booklet discloses the Colonial Dames Ritual of Beauty and the fascinating story of Certified Vitamin D as made exclusively under U. S. Patent No. 1,980,971. Write for it today.



Colonial Dames

4650 Hollywood Blvd.

Hollywood, California

SHE FLIES HER OWN

(CONTINUED FROM PAGE 41)

a great pity you ever took up flying—it is fairly exasperating to have him remark acidly, "I have children if you haven't," and pull the plane out. But it is maddening—and very good for you—to have to save your retort until twenty minutes later, on the ground.

Probably the worst mental hazard is landing, however. Madame Lucia Davidova, who flies her own black-and-white plane, says that she once was totally unable to land, gripped in a kind of mental paralysis. She finally made it by pure determination, simply because her instructors were watching her from the field.

SOLO

But when at last you do fly solo—what an indescribable feeling it is! To landlubbers, the most astonishing reaction is the flier's lack of fear. Nervous you are, of course, but thrilled, even exalted. It's the moment you've been looking forward to for weeks, perhaps months. You and the ship are a part of each other—freed from the bonds of earth—consuming space with wings, a motor, and your own mind. That's flying.

Whether you prefer an open or a closed plane is almost impossible to decide: the two fill such different needs. Every one agrees that an open ship is twice as exhilarating, but, for the cold months and for long trips, a closed plane is obviously more practical.

In their planes, most women prefer simple sports clothes—a sweater and divided skirt, for instance. In open planes, some few do wear breeches, and Miss Ruth Chatterton, who has flown three times across the continent, likes slacks.

One thing, however, is indispensable in an open plane, and that is a helmet, to keep out the noise and to keep in your hair. A white canvas one, like Mrs. Lindbergh's, is good for the South, and a leather for the North. For long trips, Mrs. Lindbergh wears jodhpurs and a double-breasted leather jacket from Abercrombie and Fitch. Miss Earhart wears the same sort of clothes, except that her jacket is of lighter weight Gazella leather. For zero temperatures, Spalding has a fur-lined leather suit that is marvellous.

As for parachutes, some women fliers wear them, some do not; but most fliers agree that, in cross-country flights or in stunting, it is wise to do so. A parachute weighs eighteen pounds and is awkward, but there are times when to leave it off is merely foolhardy. Mrs. James P. Mills (the former Alice du Pont), who flew to South America with her brother, following the route of the Pan-American Airlines, wears a parachute. As she puts it: "I think you can fly in a conservative way and fly a great deal, with no fear of danger."

There is one question in flying that is highly debatable (and debated). Do women make as good fliers as men? Mrs. Joseph Brooks, who holds a pilot's licence, feels that women will never make as important fliers as men, simply because they have not, except in rare exceptions, the strength to endure long flights. The nerve-strain of

many hours in the air is terrific, and Mrs. Brooks feels that one's judgment is apt to become confused at just the moment when one needs it most.

Miss Laura Ingalls, too, concedes a certain superiority to men. Miss Amelia Earhart thinks that women are on equal flying terms with men—and certainly she has proved her theory.

Miss Hope Noyes, who began flying when she was in school, believes that the ability to be a good pilot depends entirely on the person's individual qualifications and character, and that sex makes no difference in this.

We don't know. We have no theories. We have only a conviction—that the women pilots we have talked to are amazing in their skill and knowledge.

It was for precisely this reason—her obvious skill and knowledge—that we were able to listen to Mrs. John T. Remey's story of her own worst predicament without turning pale with vicarious fright. We tell it partly because it is full of Morals for Fliers, and partly because it is a beautiful, hair-raising tale. Mrs. Remey was flying from Florida to Washington, with a road map instead of an air map. (Moral No. 1.) Over South Carolina, she got completely lost. She was looking for Raleigh, but Raleigh had vanished into space. No airports. . . . No cities she knew. . . . Finally, a field big enough to land. Mrs. Remey zoomed to a landing, but without first "dragging the field." (Moral No. 2. Dragging the field means flying about fifty feet above the field to examine it for irregularities in the ground that are not visible at a greater height.) Result—she discovered too late that the field sloped sharply toward her. Instead of taxiing to a standstill on a flat field, her plane crashed head-on into a hill. There was very little left of it—and Mrs. Remey got a slight cut on the forehead and what she, in a subdued way, calls a "good lesson."

WHY FLY?

It was possibly Mrs. Remey's experience that made us sit back and wonder about something that is, when you come to think of it, the core of the whole question.

Why, we pondered—why fly at all? What makes women do it? What is that particular urge?

Mrs. Grover Leoning, who has had a pilot's licence for three years, explains it by saying that she flies "to get some place in the quickest and most comfortable and pleasant manner possible"—the businesslike approach to flying of a woman who uses a plane not only for sport, but for practical convenience.

Mrs. B. A. Gillis—who has had a pilot's licence for six years—says that she flies because it is beautiful, fast, and comfortable.

Miss Nancy Harkness holds a transport licence, and is employed besides by the Bureau of Air Commerce. One would expect perhaps that with her the first fine enthusiasm of flight would have worn off, but her answer is probably the answer of the great majority of women flyers. She says: "As a means of getting somewhere, a plane far surpasses anything else—but, even if it didn't, I should still use it!"

TROPIC TRIVIA



MARTINUS ANDERSEN

(Above) Strips of coral suède bisect the natural linen bag, then curl over like petals; John-Frederics (Left) Lime-green combines triumphantly with lavender, faint as thistle-down, in a belt and strap bag of chenille. With them, thistle coloured gloves of hand-sewn doeskin. All are from John-Frederics

(Right) The hat is mostly brim—Leghorn brim, edged with a coarse veil—the crown being nothing much but a band of coloured antelope. Sunflowers, with crisp cotton petals and wool centres, are news, too. John-Frederics made both. The disarmingly young dress is of printed shantung and white linen; from Saks-Fifth Avenue



NELSON

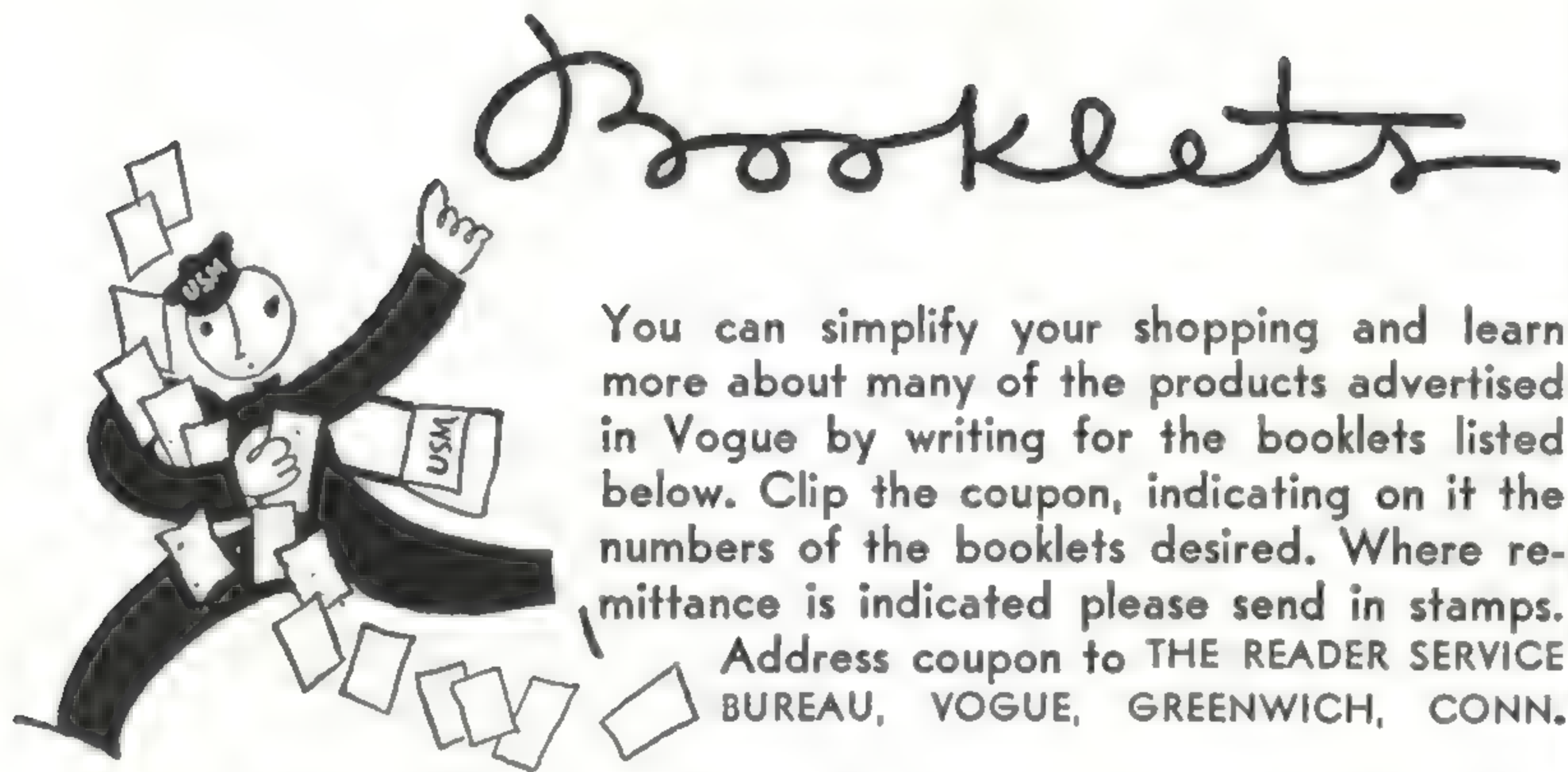
Toyo straw, baby-blue, thin as rice-paper, is stitched with fuzzy white wool for this hat; from Fanny and Hilda. The blue-and-white scarf is light as air, hand-knitted in big, loose stitches—like an old-fashioned afghan, but much smarter. Bonwit Teller has it. The white Kislav doeskin gloves are brief, slit, and hand-sewn; from Best



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563. THE ALVIN CORPORATION. "The Crowd Comes to Our House" is a booklet full of party suggestions and recipes. A copy will be sent on receipt of ten cents. THE ALVIN CORPORATION, PROVIDENCE, R. I.

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- Three chunky bands of silver (above, left) are embedded with a synthetic ruby and sapphires (Bergdorf Goodman). Beside it, a cabochon garnet is clamped with white and yellow gold (also on the hand, opposite); Olga Tritt
- Synthetic rubies and sapphires pave the façade of the ring below, left (Bergdorf Goodman); a synthetic ruby ring is flanked with synthetic sapphires (Saks-Fifth Avenue)
- Bottom, left: a silver ring has a centre of emerald sou-dé, sides of synthetic rubies (Saks-Fifth Avenue). Next, a mound of gold embedded with synthetic rubies and sapphires, capped with a synthetic sapphire (Bonwit Teller)





• A row of square soudé emeralds (left, above) and two of synthetic sapphires and rubies all banded together in a gold ring rugged and massive as a man's (Hattie Carnegie). And to the right of it, a silver ring with a twin row of square synthetic sapphires and rubies set high, wide, and handsome across the finger. You'll find this at Bergdorf Goodman

• Directly above, left: a coil of copper, twisted into a serpentine knot (from Altman). And beside it, a fat silver ring, shaped like a doughnut and gashed here and there with gold indentations. Saks-Fifth Avenue has this ring

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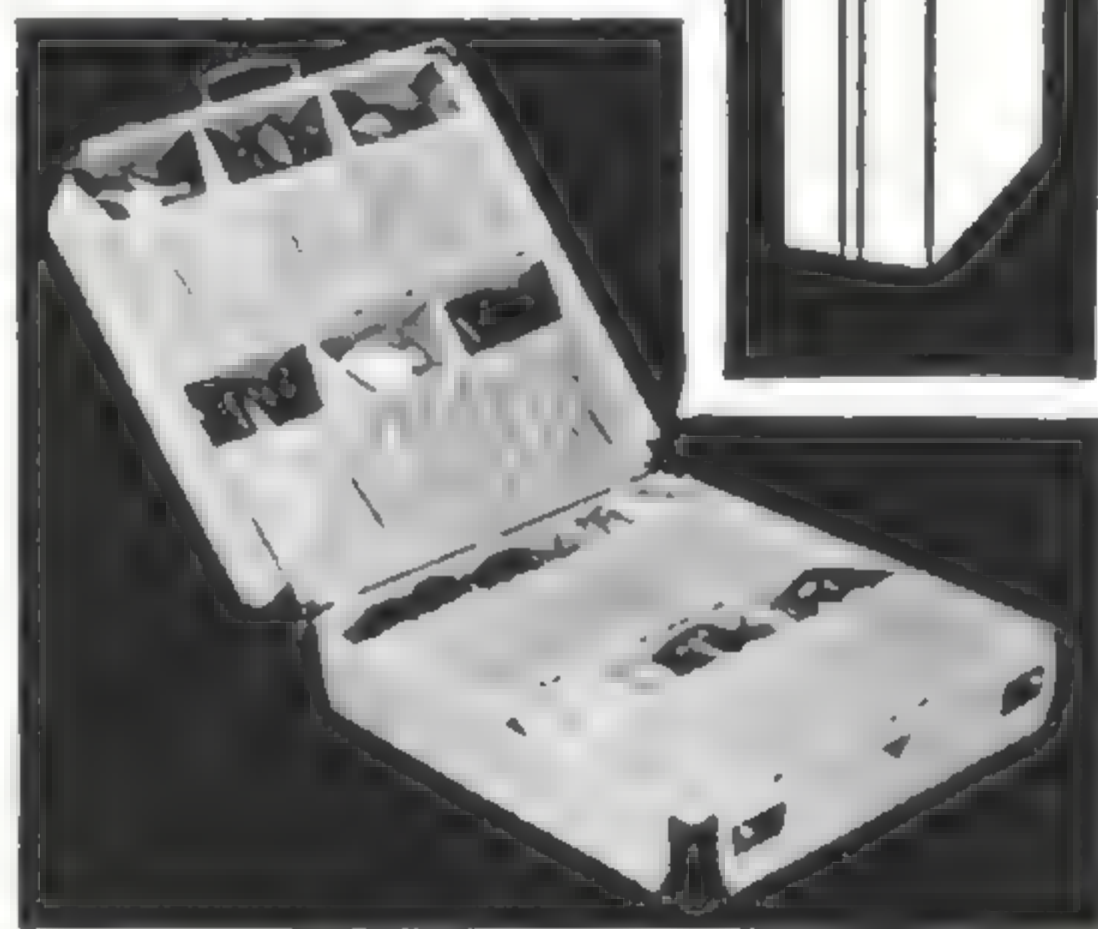
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No more trying to squeeze shoes in among your neatly-packed clothes. Here they are, already packed! No more endless tissue-wrapping. Even when this case is closed, the shoes are kept from rubbing against each other by a patented arrangement of overlapping pockets. No more hunting on dark closet floors for the pair you want. Here is each pair in its own compartment, within easy reach.

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HAT TALK

(CONTINUED FROM PAGE 48)

• And the men go on exerting their power over our hats. There are no signs of giving up Anthony Eden fedoras, Highlander caps, slouch hats with pinched crowns and nonchalant brims, the impudent sailors of the Queen's navee—turn back to page 44 and see the white patent leather one. Even from pirates and priests we are borrowing hats—the four-cornered Manchurian or Russian priest cap, embroidered in white, being the latest steal.

• In every atelier, the experiments are going on to bring the brim and crown into closer relation. Reboux drapes crowns so that they almost melt into the brims—no definite separation is apparent. Descat is creasing, tucking, draping, or tufting highish crowns so that they overshadow narrow rolled brims. But whatever she does, Descat believes in high back movement and dipping front brims.

• Agnès has a series of straws with rolled brims and great crown interest. One is like a round pyramid, another is twisted into a peak, a third is made of latticework. Two of her newest suc-

cesses are a heart-shaped black beret, embroidered in white, and a pancake hat of layers of tulle held on with a red cord under the chin.

• Somewhere, somehow—you'll want a dash of colour on your head. Either a black hat spiked with colour or a bright hat. You won't even have a qualm about wearing a bright red hat—see the brick felt on page 45. Purple, yellow, wine, or jewel-toned felts—don't pass up colour this year.

• If it's a black hat, bright feathers, bright flowers, flowers made of feathers, or velvet ribbons. They not only add gaiety but height. Feathers thrust straight up in back. Flowers creeping up a crown. The more unexpected their position the better.

• And veils. More of them than ever! Bright snoods—blue, red, or green—netting your hair tidily under your hat. Coarse wool mesh screening your eyes. Finer veils fluttering from brims. And even veils tied under your chin—the way your grandmother went motor-ing in springs gone by.

PERSONAL DETAILS

(CONTINUED FROM PAGE 97)

clips are slipped into two- or three-inch bands of plain black lacquer or platinum, or into a more elaborate design for a special clip.

Mrs. James Forrestal and Mrs. Shevlin Smith flaunt jewelled feathers. . . . Mrs. Forrestal wears a brooch of three diamond feathers. . . . Mrs. Smith wears diamond feather earrings.

Long evening gloves are sometimes seen. At a recent party, Mrs. Reed Vreeland wore a pair of citron-yellow suede ones with a black dress and carried a tiny red feather fan. The Countess di Zoppola wore orange gloves with her orange pleated dress.

Mrs. Averell Harriman's sable cape is a beautiful example of the chic of capes. . . . Mrs. Byron Foy and Mrs. Alexander Wellman both wear long swirling black velvet capes, circular, smooth-shouldered, and without fur.

Mrs. Morton L. Schwartz is the first to have that chic little jacket of fireman's-red felt from Schiaparelli. She fastens it up to her chin and wears it over a pale blue evening dress.

At the last St. Regis Pay Party, a visiting Frenchwoman was astonished. "It is so different from a party in Paris—every one was so much more feminine, more girlish . . . so many full skirts and pink, blue, white. So little black. . . ." For example, Mrs. Harrison Williams in Chanel's pink tulle evening dress with crossed scarfs embroidered in mother-of-pearl, and a pearl bracelet. . . . Mrs. Allan A. Ryan, junior, in pink tulle with a shirred bodice and narrow shoulder-straps. . . . Mrs. Gilbert Miller in a white matelassé dress from Alix, full in back. . . . Over it, her short sable coat. . . . Princess Pio in pale blue tulle, the skirt embroidered in silver. . . . Mrs. Wellman in dark blue lamé with a panel train of pale blue lamé. . . . Diamond stars in her hair . . . and Mrs. McAdoo in white satin with a bow on one shoulder. . . . Lady Mendl in the Main-

bocher crêpe dress with long tight tulle sleeves, worn under a tulle coat, long in back, short in front.

The most popular dress of the past winter has certainly been the Alix black matelassé with the fourteen-metre skirt almost minus a bodice, and the lapis-trimmed blistered leather belt. But we prophesy that Vionnet's new all-over shirred satin dress with its voluminous skirt, tight waist, and round-necked bodice will take its place from now on. Two other runners-up will be the pink Chanel tulle and the Mainbocher crêpe-and-tulle costume.

ON LONG ISLAND. . . . Mrs. Drayton Cochran brought back a pair of bright red Tyrolian shoes that she wears with her country clothes.

Mrs. Eliphalet Nott Potter, junior, had Bernard Weatherill make her a pair of navy-blue flannel trousers to shield her from the breezes of Long Island's indoor tennis-courts.

Mrs. Allan A. Ryan, junior, has for seasons ordered at least five copies in different colours of the same simple crêpe dress for the country, Long Island, and Palm Beach—short-sleeved, buttoned down the front, and belted.

A high silk hat with a veil, a navy-blue side-saddle habit, and a tiny boutonniere of violets in the lapel . . . this is the uniform that Mrs. Harold E. Talbott, Mrs. Harvey Dow Gibson, and Mrs. Cameron Clark wear when they fox-hunt.

Rubber boots at country race-meets or hunter trials . . . that is, the flat-heeled, brown rubber boots known in England as Wellingtons. The nicest are fastened snugly with a strap just below the knee, to give that caved-in look a boot should have. . . . Princess Xenia wears them with a tightly belted white mackintosh. . . . Mrs. Vreeland always wears hers for cross-country walking with a long suede top-coat.



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 - Third, an impressively crested sheet for formal notes.
 - All the first three papers are from Dempsey and Carroll.
 - Next, smartly initialled letter-paper in blue. Tiffany.
 - A double sheet, for thank-you notes. Bergdorf Goodman.
 - Bottom, right; more formal country-house paper—classic except for a new shadow-stamped marking. Tiffany.
 - Last, paper with lower-case initials. Bergdorf Goodman.
- All seven papers shown on this page are made by Crane.



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- Right: Fish-net turban; Bergdorf Goodman
- Below: Black skirt and white jacket, both of alpaca, with a wisp of foulard for a guimpe. Next, a natural heavy silk sports dress, buttoned and belted with brick and turquoise. Both from Bloomingdale



MORE NET HAULS

(CONTINUED FROM PAGE 81)

We gave you the gist of the news about fish-net on page 81. But here are some incidentals that will interest you. First, that the extraordinary subtle colours you'll find in the nets are dyed by the fishermen's wives themselves, in huge cauldrons on the beach. And that the nets are spread to dry under the sun, with sea-spray and wind to weather them. That the dyes are vegetable, to give those earthy off-shades which are the despair and envy of colour technicians. That the triple net capes we mentioned are three layers of different coloured net—to create the iridescent effect of fish scales. That the gilded turbans, one of which is photographed above, are of lacquered net—the lacquering giving a stiff mesh quality that is sculptural and beautiful. And that the advent of net has brought in a tide of exciting by-products—sail canvas for bags and slacks and belts; brass sail rings for notch holes; cork balls and ropes—all endowed with the tang and the freshness of the sea.



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AT DRUG & DEPARTMENT STORES

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• "I had no knowledge of southern preparatory schools and your help was of inestimable value. The school you recommended has more than lived up to its promise. My boy is most enthusiastic about his work and the life at the school," writes one of our readers from New Orleans, Louisiana.

• Our knowledge of schools isn't limited to the South—or to boys' prep schools. We know the whole field of private schools and can probably recommend several which will meet your particular requirements. Won't you write to us—or telephone—or make us a personal visit? We will be delighted to give you advice—confidential, of course—or any information you may desire.

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To those who know South America its very name summons memories of scenic beauty unequalled anywhere else in the world. It brings pictures, too, of Peruvian port towns with a multi-colored civilization that is a mosaic of Old Spain and the ancient Inca race. Then there are busy modern cities; splendid suburbs such as Vina del Mar, the Biarritz of South America, with a Casino as famous as that of Monte Carlo; and ruins as old as the Pyramids. South America should be set to music, and has been. It may be heard in the tinkle of a Spanish guitar as you glide over the surface of one of the Chilean Lakes in that beautiful region that rivals Switzerland in loveliness.

To those yet to know the spell of South America it promises travel adventure found in no other quarter of the globe. Here are joined the romance of the new and the romance of the old. On one side of some ancient, narrow street, an American motor car; on the other, an Andean llama primitively laden as Pizarro might have seen it. Everywhere, sights to be seen nowhere else, repaying the traveler again and again for his journey to this country of never-ending paradox, where his dollar at the present rate of exchange stretches surprisingly far.

Almost a paradox, too, the modern GRACE service, evolved from over three-quarters of a century of sailing to this ancient land. A weekly service of de luxe, first class and cabin class ships brings the poetry of this travel adventure in the prose of practical economy. It meets every demand of time and money, and compresses into comparatively few days what was once an ocean pilgrimage of months. Select an all expense cruise or if you prefer, travel on your own. Consult your travel agent or GRACE Line, New York; Boston; Pittsburgh; Washington, D. C.; Chicago; San Francisco; Los Angeles; Seattle.





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